MONTHLY BULLETIN, MICHIGAN SOCIETY OF ARCHITECTS

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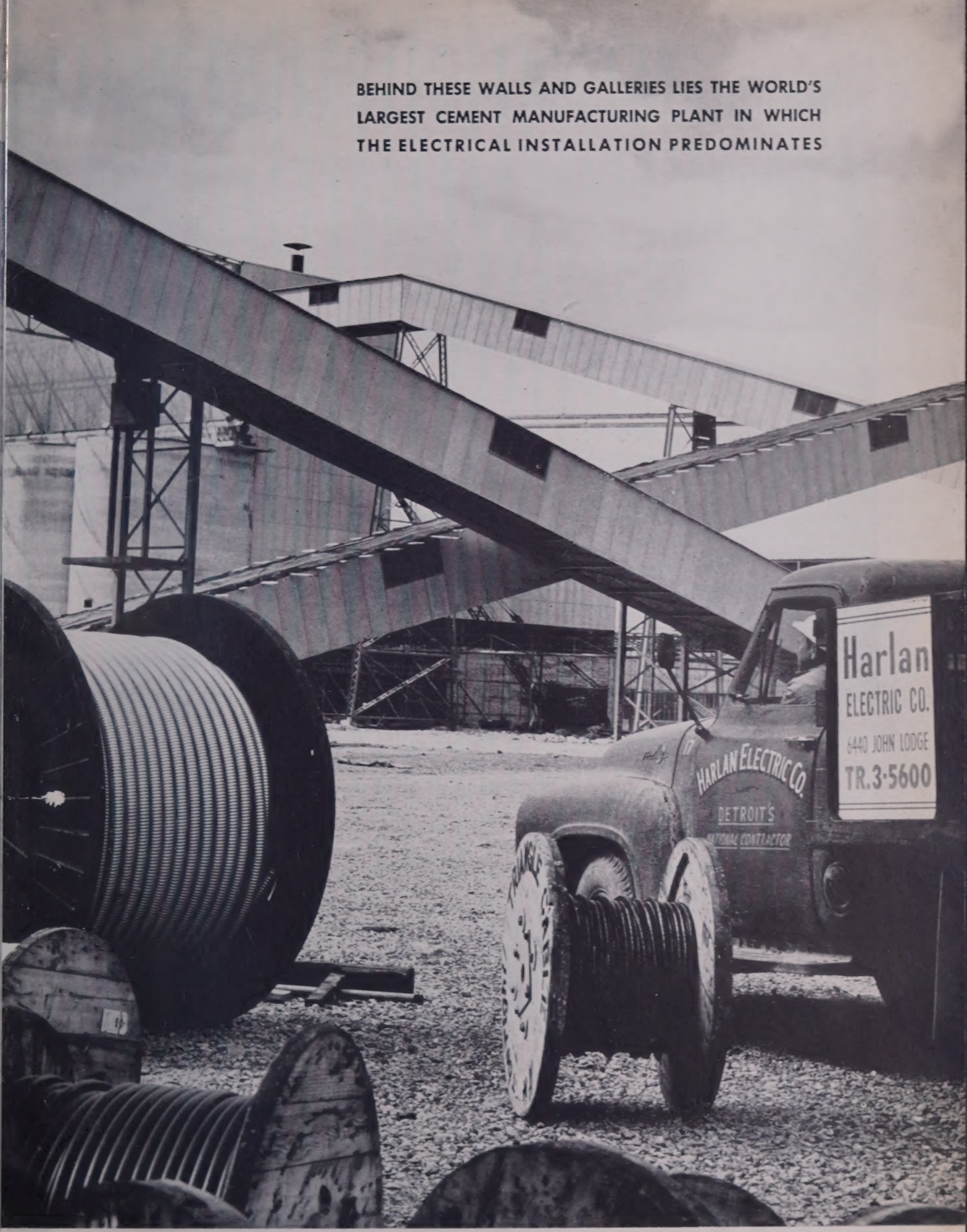

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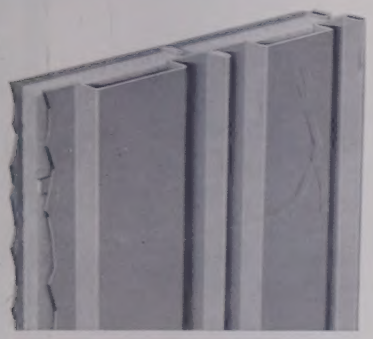

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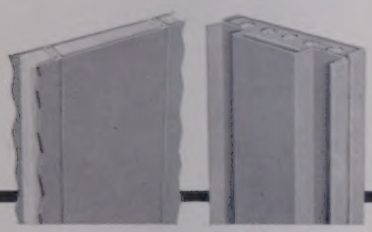

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LETTERS

BULLETIN:

You were advised in a letter dated June 19, 1959, that the Detroit Mechanical Trades Bid Depository would be placed in operation on July 1, 1959.

As a result of meetings between Mechanical and A.G.C. Committees, it has been deemed advisable to postpone the effective date to August 3, 1959, in order to allow time to complete the details of operation.

Bids due on or after August 3, 1959, will be handled through the depository, at The Detroit Bank and Trust Company, Fisher Building Branch.—DETROIT MECHANICAL TRADES BID DEPOSITORY.

AGC's REPLY:

(1) We concur in the closing time for deposit of mechanical bids being established at 12:00 noon of the business day of the depository prior to the due date of the general contractors' bid. This assumes that Saturdays, Sundays and Bank Holidays are not business days for the depository.

(2) We concur in the arrangement to have bids to all general contractors mailed special delivery to them upon their calling the depository, and advising the person in charge which bids they desire.

(3) We agree to advise all general contractor members of the A.G.C., DETROIT CHAPTER, Inc. to use the depository and to urge all mechanical contractors to use the bid depository. We cannot agree to request our members to only accept bids that go through the bid depository. We believe that to agree to such a condition would very possibly be grounds for an antitrust suit.

(4) We concur in the 5% bid bond accompanying the bids deposited by each mechanical trades bidder in the depository.

(5) We concur in broadening the scope of the depository to encompass those bids going to architects and owners. However, we would agree to a 30-day period after the start of the depository to accomplish this so long as the fact that owners and architects would be included was publicized with announcement of the start of the plan.

(6) We would agree to the bid depository under the foregoing conditions on a 90-day trial basis, at which time we would like to meet with your organization to review the results.—AGC, William E. Stewart, Secretary.

BULLETIN:

Since the death early last year of John Knox Shear, editor of the ARCHITECTURAL RECORD, efforts have been under way to raise funds to establish a permanent memorial to him. The aim of the committee is a traveling scholarship in architecture to be awarded regularly (annually or biennially) to a senior student in the Department of Architecture at Carnegie Institute of Technology where John Shear was head of the Department for many years. To date $12,000 of a desired $40,000 has been achieved. John Shear got around the country a great deal when he was editor of the RECORD and spoke before before many chapters. We felt that among your membership there would be people who knew John Shear and would be interested in contributing to this memorial. Contributions should be made payable to the Carnegie Institute of Technology, and addressed to the John Knox Shear Memorial Fund, Carnegie Institute of Technology, Schenley Park, Pittsburgh 13, Pennsylvania.—JOHN PEKRUHN.

BULLETIN:

We in this office get the biggest bang out of admiring the AIA Monthly Bulletin from Michigan. It is the finest production of any such magazine we receive, and your selections are wonderful.

Starting this Sunday, Mrs. Gay and I are going to be away for two and a half months. We will be back about the second week in October. We are circling the globe, starting from New York on the S.S. United States, landing in Le Havre, four days in Paris, then Marseilles, where we embark on the Viet Nam, which takes us to Egypt, Aden, Bombay, Ceylon, Singapore, Saigon, Manilla, Hong Kong, Kobe, Yokahama, Honolulu, Los Angeles, Tucson, Dallas and home. — JOHN B. GAY, 7217 Gulf Blvd., St. Petersburg, Fla.

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Architect

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Architectural Registration

The architectural profession was slow in adopting registration. Architects are pronounced individualists and resent regulation. This was particularly true of the older men in the profession, especially those in New England.

The first registration law was passed in Illinois early in this century. By that time conditions had become so chaotic that many saw the need of some regulation. Some may have been motivated by selfishness, believing that restrictions would mean more business for them. This was possible because, by constitutional provision, all existing practitioners would be licensed automatically.

Whatever the motives, most architects now realize the need for protecting public health and safety by some certification of the qualifications of those who profess to be architects. All states now have such laws.

It became evident, as the number of states requiring registration increased, that some reciprocity among states was necessary. The need for a coordinating body became evident many years ago. It was fortunate for the profession that a man of Emery Stanford Hall's enthusiasm and ability was willing and able to organize such a body as the National Council of Architectural Registration Boards, with Emil Lorch as its first president.

One by one the registration boards of the states, realizing the value of such cooperation, joined the Council. A few still neglect or refuse to cooperate, but in general the state boards approved of the Council. Now all are members.

Naturally, the older and more-densely populated states have more severe requirements than the less populous and less prosperous states, but it is possible to agree on reasonable minimum requirements, as has been proved.

It is unfortunate that states with laws that are too lenient have not been able, in many cases, to secure proper amendments to their acts, but these defects are being corrected.

The Southern states are traditionally jealous about "states rights," but the Northern states are equally sure that their own methods and requirements are right and others wrong. In view of such natural differences, it is quite surprising that so much progress has been made toward uniformity.

The most serious discrepancies among state laws have to do with the extent of experience and (or) training required before registration. There is general agreement that eight years of preparation should be the minimum, but some states require as little as four years, and one requires none. While this is a serious defect, the states with minimum requirements can promote uniformity by proper administration of their own laws.

For example, most laws prescribe, in effect, that applicants shall present evidence of "fitness satisfactory to the Board." Obviously, an application from a candidate who has barely met the minimum time requirement must be considered. But it is also true that under such circumstances the Board may rightfully require a written examination.

Some architects argue that a degree from an architectural school should be accepted in lieu of an examination. Such an argument does not seem to be well taken. Doctors and lawyers, for example, invariably require written examinations.

There are a number of good reasons for not accepting a degree in place of a written exam:

(1) Architectural schools vary greatly in their requirements for graduation. State examiners find that some schools are strong on design, and weak on structure, and vice versa. Some schools, for example, practically ignore history, or training in the writing of specifications.

(2) Such a custom would completely ignore, or seriously handicap, those men whose training has been received entirely in offices, supplemented by diligent study.

(3) Certain technical skills, such as the preparation of working drawings, cannot be readily learned in school, nor should they be. An architectural college is not a trade school. Its function is to teach the basic facts, how to plan, and the fundamental knowledge of materials, engineering, statics and the mechanical trades.

Training in the preparation of working drawings, field supervision, and the checking of shop drawings, can all be given better in an architect's office than in school. It is in the last two phases of professional practice that many young men fail most seriously.

Personal appearance before the board and verbal examination is another method of determining qualification, although it has grave defects. It is likely, for example, to favor the quick and superficial man, and handicap slower and more able men. Such an exam can give only a slight idea of an applicant's ability to plan or his engineering knowledge, and of course, it cannot show his drafting ability. To be at all effective, such an exam should cover a period of at least one hour, which is impossible in most cases.

Despite acknowledged defects, the written examination has demonstrated over a period of more than twenty-five years that it is the fairest and best way to determine qualifications. It is the only type of examination that can be reasonably uniform in all states—an essential requirement, if reciprocity is to be practiced.

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minimum requirements. Nothing can be done among different state boards by compulsion, but a great deal has been done by conference and cooperation. The Council in this way has set up as a minimum an examination covering four days, with values fixed for each sub-division. The Council syllabus is a reasonable standard.

Uniformity in state examinations demands uniformity in questions and grading, but it is even more important in agreement about who shall take such examinations.

It is certainly proper that a man who has practiced for perhaps ten years as an associate in a state where such practice is legal—who is of mature age and of good theoretical education—should be licensed by appearance before the board and certified reference, but such cases are exceedingly rare. There should be practically no other exemption, except for practicing architects, where there is no reciprocity.

Where the law of a specific state permits application for a license by a candidate with only four years of training, the board should do everything lawful to ascertain that the applicant is fully qualified. Everything possible should be done to determine the candidate's ability, and in every case this should include a written examination.

Written examinations are so generally established that it will be a surprise to many examiners, as well as practicing architects, to know they are not required in all instances.

In some states men of very limited experience, much of that engineering practice secured in the Army or Navy, are given a very brief verbal examination, plus a questionnaire. Upon this evidence, together with references, they are granted licenses. G.I. training in the military service, however valuable, is not usually architectural experience.

Licenses are sometimes granted on the applicant's statement that he proposes to do only residences and small commercial buildings. After the license is issued, the holder is legally entitled to build any type of building, no matter how large. The board is considered to have certified that he is competent for all classes of work.

Actually, waiving of an examination is no favor to the applicant. Several candidates have expressed disappointment in appearing before a board, prepared to take a written exam, only to find that they had received a license that did not carry the weight that would have been attached to it had a written examination been given. Such men are embarrassed in explaining to other architects how easily they obtained a license.

But the greatest harm from this practice is that an architect, licensed without a written exam, is handicapped in getting a license in another state. State boards have repeatedly required written examination, when registration elsewhere was received without such examination. This practice is prescribed by the N.C.A.R.B. and states with membership in that body are under obligation to observe the rules of the national organization. The regulations, in nearly every case, are published after full discussion in open meeting, and decisions are reached by majority vote.

Board members sometimes complain that it takes too much time to give written exams. While there is often no stipend for members of boards, architects should regard it as an honor to be asked to serve. But more than that, they should regard it as a call to serve the profession and safeguard the public interest. If they cannot spend the time required, they should not serve at all.

In giving examinations, we may overlook, perhaps without harm, some lack of knowledge of historical styles, although we thoroughly believe in its value. But we cannot overlook a lack of knowledge of structures and safe planning. We certainly must require ability to write specifications, and familiarity with mechanical, electrical and other specialties. If we do not uphold these standards an architect's registration will mean little more than registration in a political party.

The first duty of members of boards in granting licenses is to divorce the subject from sympathy for the individual. These decisions should be based purely upon the public interest. This public interest is the entire complex question of public health and safety. The Supreme Court of Tennessee has ruled that every building affects the public health and safety. The ruling applies to residences, as well as other types of structures.

Therefore, it is clearly the duty of a registration board to determine, as far as possible, whether the prospective architect is competent. This investigation must include sworn statements of training and experience, as well as verified references.

Since these applicants may be examined in any state by boards composed of men of varied experience and ability, all boards should require each applicant to meet the minimum requirements of the NCARB. These requirements are not too stringent.

It seems that if we wish reciprocity, we must take these steps:

(1) Demand a minimum of eight years training and (or) experience before an applicant is eligible for an examination.

(2) Check the character, training and experience of every applicant.

(3) Secure at least three references from persons or firms who know the work of the applicant.

(4) Arrange short personal interviews so board members may get an idea of the candidate's character and personality.

(5) Give a four-day examination for every applicant with four years of technical training in an approved school of architecture, plus four years of architectural experience. This experience must include supervision. In cases of this sort, the candidate must be at least thirty years old. Cases where waiver of examination is justified under these circumstances are extremely rare.

State registration boards cannot expect to secure reciprocity unless they are willing to follow the standards outlined.

The applicant should be told that these are the by-laws of the board, and that he will have to take the four-day exam.

Only by adherence to such rigid standards will reciprocity work. If we are not willing to so protect the title of architect, then we should frankly issue local state licenses, which would cause serious hardship to every architect who wished to practice architecture outside his own state.

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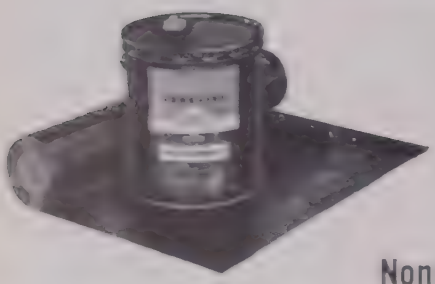

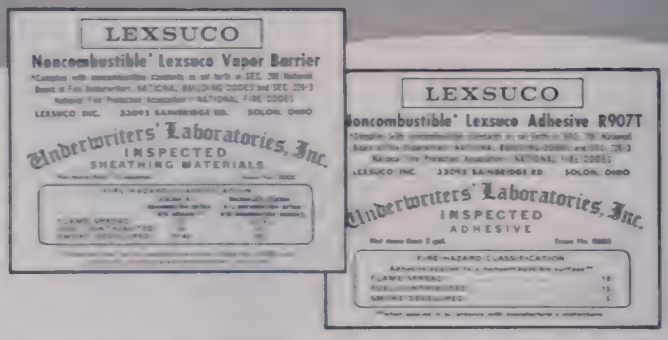

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Projects In The News

TOP: WELTON BECKET & ASSOCIATES are architects and engineers for this 32-story office building for The Travelers Insurance Companies in the mid-Wilshire district of Los Angeles. It will be the tallest building in LA.

IMMEDIATELY ABOVE: Studies for new Civic Center in Memphis Tenn. Plans are being developed by the League of Memphis Architects who are donating their services.

RIGHT: SHAW, METZ & ASSOCIATES, ARCHITECTS designed Zenith Radios Display Salon at 500 N. Michigan Avenue in Chicago. Shown here is Sculptor Harry Bertoia with his work symbolizing communications in the atomic age. Smaller units at right represent sight, sound and electronic control and respond to light from the eight-foot main unit.

BELOW: WARREN H. ASHLEY, AIA was architect for the Wilbert Snow Elementary School in Middletown, Connecticut.

ABOVE: JOHN B. GAY, AIA, is architect for these three projects. Top: Pinellas International Airport. Center: Bay Vista Elementary School. Bottom: St. Petersburg U.S. Post Office, all in Florida. Gay is in St. Petersburg.

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ARCHITECTURAL TRENDS

By Jan Reiner

This is one of a series of articles by Architect Jan Reiner, formerly of Boston, who is now practicing architecture in New Port Richey, Fla. A graduate of Harvard University and a recipient of an AIA fellowship, Reiner spent two years as a student with Le Corbusier in Paris and another two years with Ove Bank in Oslo. He practiced architecture in California and Massachusetts before going to Florida last year.

As a businessman, an architect's role is the only other businessman, in addition to selling time and disbursing salaries. His commodity is "the creative" and his quantity is that hazily term called beauty.

Among his services are conferences with the clients, preliminary studies, working drawings, specifications, certificates of payments to the builders and supervision of the construction. It goes without saying that the larger the assignment the more complex his services. The fact is that on here large commissions the architect becomes a co-ordinator and administrator who welds together the thinking and performance of technical specialists into one "package"—the blueprint.

Since architecture is to a great extent a luxury business, its practice is susceptible to political and local economic conditions. But even in prosperous times and in "good" areas, the demand for architectural services depends upon the need for additional new buildings. Furthermore, the architect-at-law may also depend upon the pressure from other architects hungered or otherwise competing for the same commission. Since in our "business-as-usual" world, the lowest bidder has the best chance of economic survival, it is understandable though hardly excusable, that many a business-architect stands on his estimate in order to get a job. Little wonder then, that the majority of buildings we see around us contain so little artistic expression.

There is a marked disproportion in most countries between the productivity of the architectural and that of the architect-businessman. The difference is based upon the intellectual benchmark from which each views the basic values of life.

To the former art is a way of life to the latter it is a desirable component of a salable commodity.

While beauty is to the artist-architect, profit is to the business-architect.

Where the artist-architect lives in the ever-existing beauty and often wishes the time spent in the search for it, the business-architect devotes practical to his yardstick ("Time is Money") and considerations speed to productivity.

It is not hard to see why there would be a great deal of feeling between the creative" artist and the "practical" businessman. Often the embodiment of creativeness by the inventor and innovation accorded to the business-architect who has millions of dollars tucked to work "on the boards."

While many may dispute the statement that architecture is 95 per cent business and 5 per cent art, it is nevertheless true that businessmen thrive on most fees. National statistics reveal that during the past 10 years or so, the bulk of architectural work has been done by a handful of large firms which, like other large organizations, consists of men in various parts of the country who are geared to "production."

However, one must not overlook the one basic potential asset of the business-architect: it is his ability to sell. Since we live in a business world where the "art" of influencing people and selling them a "bill of goods" is a prerequisite for existence, we can well see where the business-architect could become the "irreplaceable man."

If he were a man of unbounded skill, personal integrity, and a keen sense of responsibility, he—far more than the entrepreneur or salesman — could "sell" to the municipal, state and federal governments the need for overall planning. He could lead the formation of large scale planning—a field which today is frequently restricted to a few

[illegible] of [illegible] or water [illegible] of land [illegible] which [illegible] a variety of [illegible] uses for [illegible] usually [illegible] to the community.

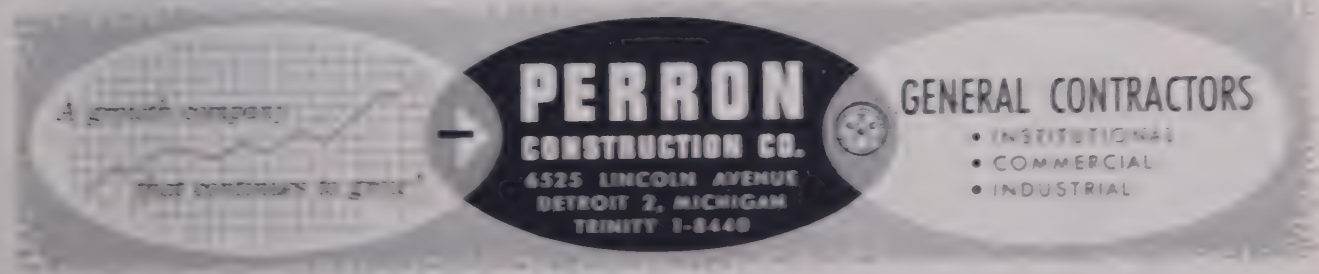
It is not an exaggeration to forecast that if the business-architect could become the chairman of a planning board, in the event of an urban renewal commission, or other similar agency, he could be [illegible] about the [illegible] needs of [illegible] in the [illegible], including the [illegible] traffic congestion, [illegible] transportation, and lack of [illegible] of communication, transit systems, [illegible] are [illegible] a few of the most [illegible] today.

However, the crux of the situation lies in the [illegible] of business-architects who, as civic, social and public leaders, [illegible] responsibility. Today's education and [illegible] of young architects does not seem to direct them toward this end.

Architecture has rarely been one of man's greatest [illegible] to create [illegible] beauty. It has expressed the individual and temporal [illegible] of a time. By its very [illegible] architecture has always been a social art. It has always been based upon [illegible] of [illegible] and [illegible] of [illegible] wealth.

In today's [illegible] economics, more than ever before, [illegible] of a real sense of social and individual [illegible] is based upon the [illegible] [illegible] a very considerable [illegible] can be [illegible] [illegible]. For [illegible] [illegible] of the [illegible] [illegible] [illegible] of today lies in the fact that the basic values of [illegible] [illegible] [illegible] have not yet been fully [illegible] as more [illegible] will [illegible]. Perhaps in the competitive race for the [illegible] and the [illegible] [illegible] there has not been enough time to [illegible] [illegible] for that new [illegible] at the art of living well [illegible].

What is needed most today is to raise the [illegible] of [illegible] and [illegible] to a [illegible] [illegible] which the [illegible] would never [illegible] on overall view of the [illegible] so that its [illegible] [illegible], by [illegible], [illegible] and responsibility of the [illegible] [illegible]. Until then [illegible] be not as a "chief builder," [illegible] [illegible] ability as a creative, [illegible] [illegible] technician, business man, and civic [illegible].



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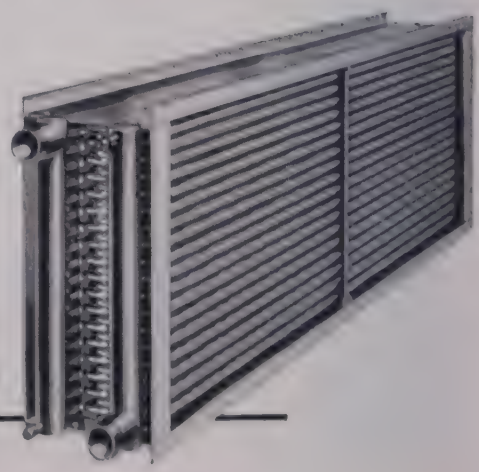

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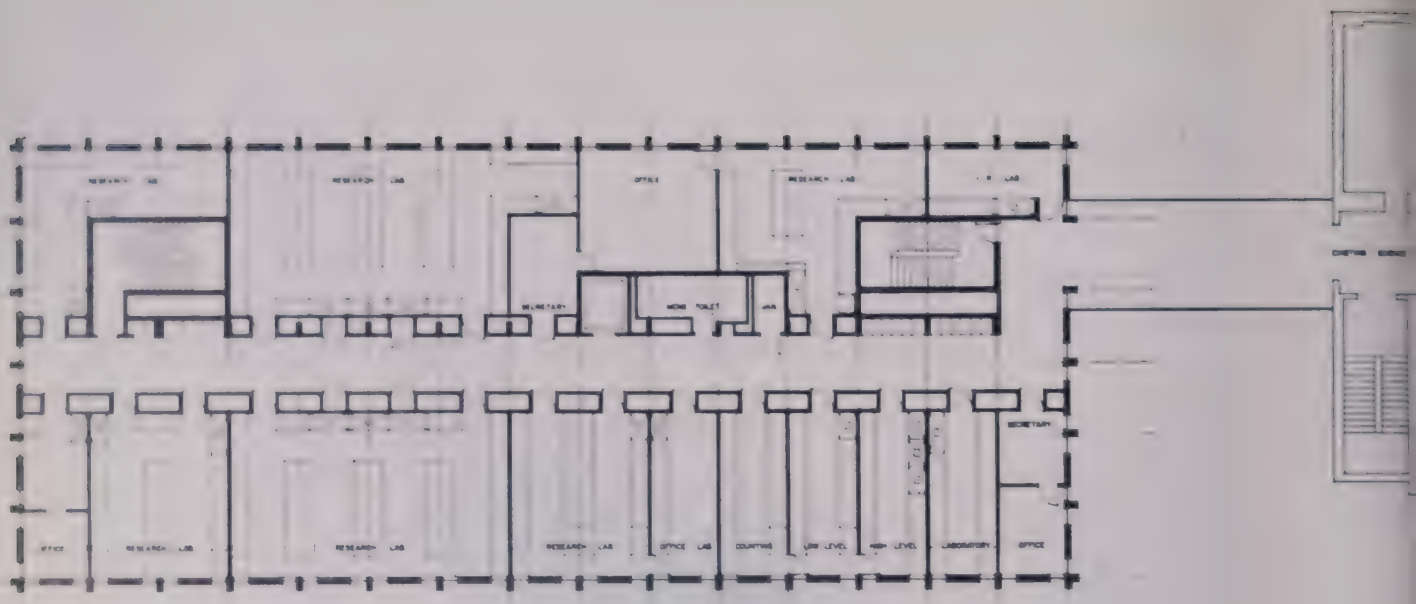
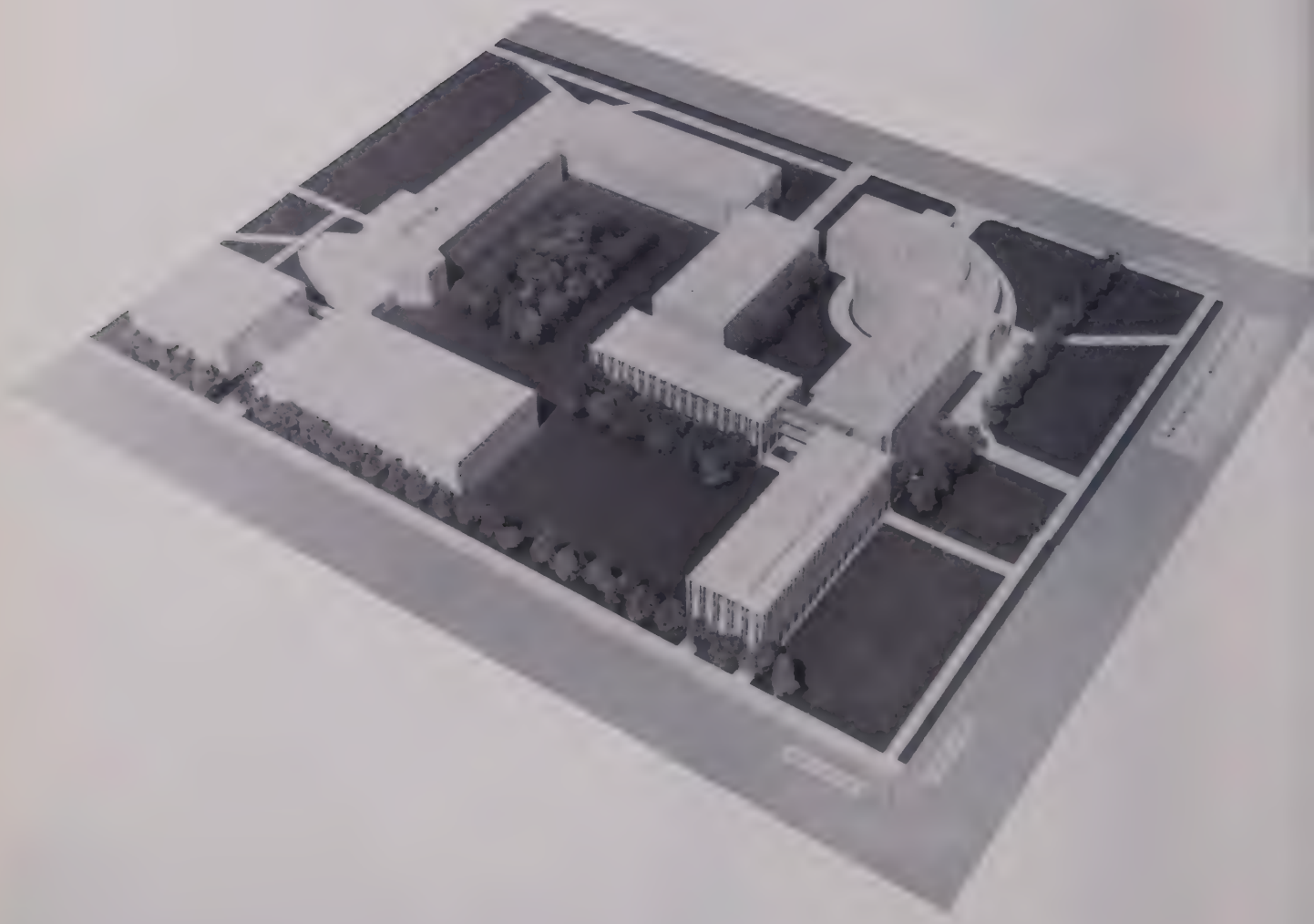




Life Science Research Center, Wayne State University, Detroit, Michigan

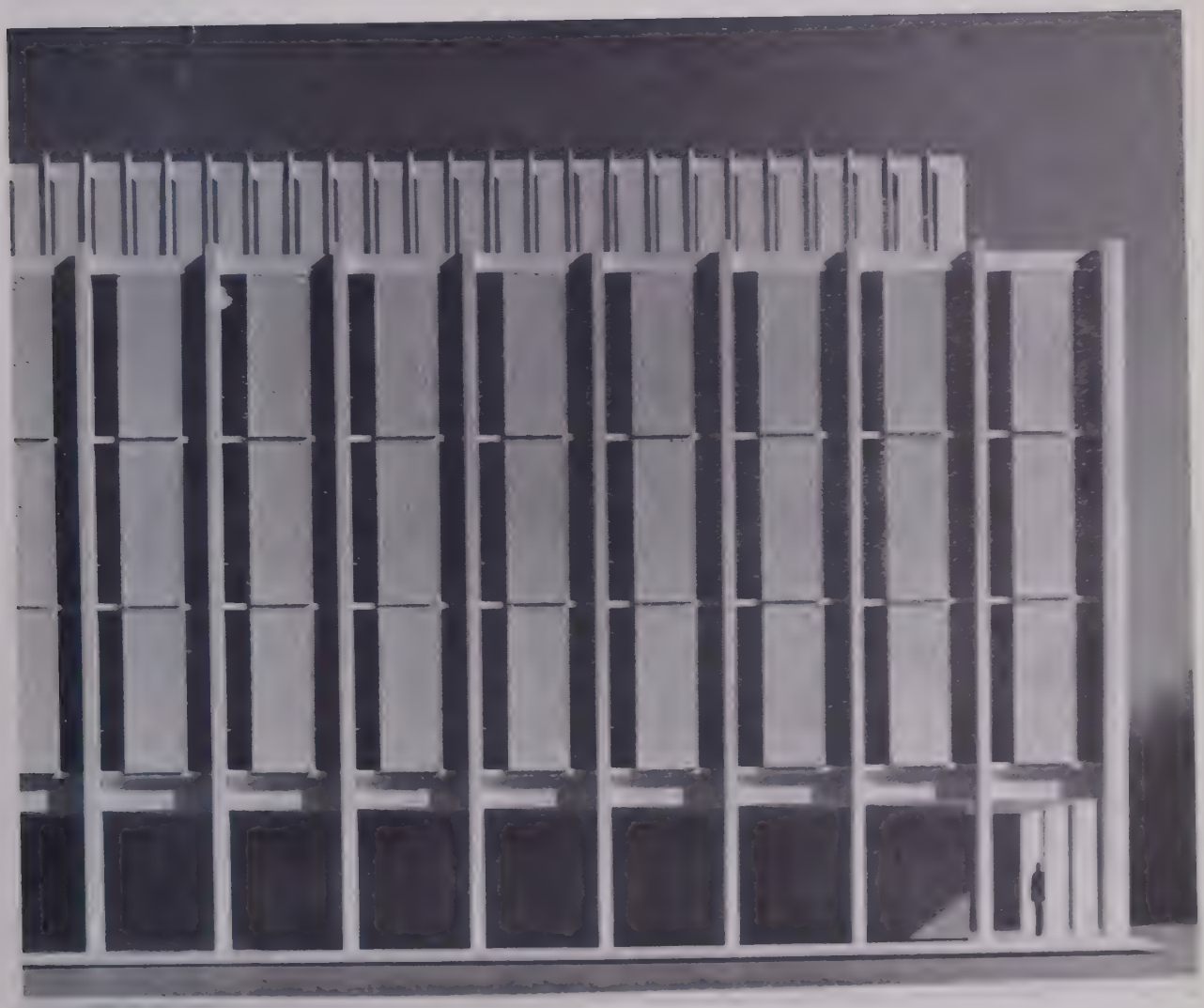
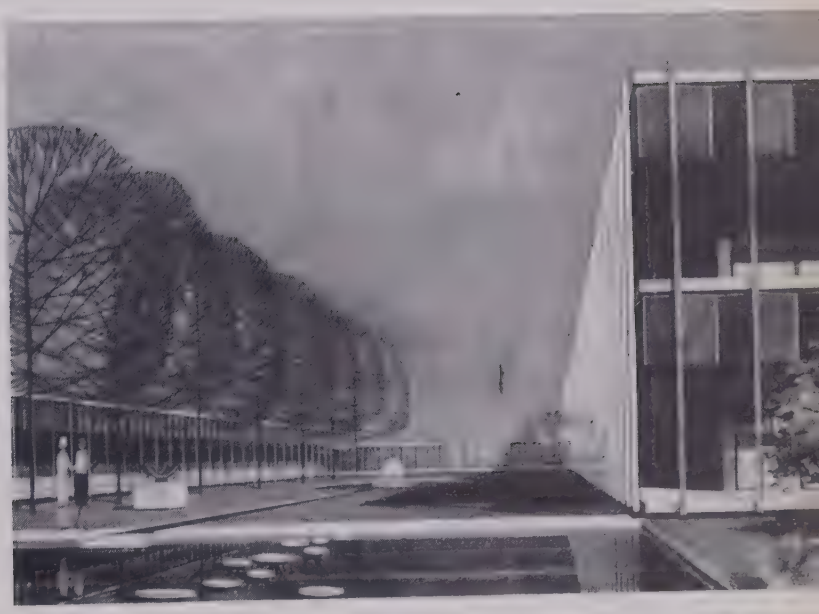


photo by Ezra Stoller

Chevrolet Supply Depot, General Motors Corporation, Flint, Michigan

Proposed Office Building



above — Engineering & Office Building, The Trane Company, La Crosse, Wisconsin

left — Engine Plant, Ford Motor Company, Allen County, Ohio

below — Parking Structure, Henry Ford Hospital, Detroit, Michigan

Undergraduate Library, University of Michigan, Ann Arbor, Michigan

Study of Publishing & Administrative Facilities for a Religious Organization

Saginaw Valley Chapter, A.I.A

Official Publication of the Saginaw Valley Chapter of The American Institute of Architects

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CLIFFORD E. GIBBS, Vice President, 5277 S. Dort Highway, Flint 4

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HARVEY C. ALLISON, Director, 315 Post Street, Midland

ARLEEN MONTFORD, Administrative Assistant, 120 Madison Avenue, Detroit 26

Standing left to right: George W. Sprau, Kalamazoo, President, Western Michigan Chapter, A.I.A.; Clifford E. Gibbs, Flint, Vice President, Saginaw Valley Chapter, A.I.A.; Robert S. Gazall, Flint, Treasurer, Saginaw Valley Chapter, A.I.A.; Howard E. DeWolf, Lansing, Secretary, Western Michigan Chapter, A.I.A. (seated left to right) Frederick E. Wigen, Saginaw, President, Michigan Society of Architects and Clarence L. Waters, Saginaw, Director, Michigan Society of Architects.

SAGINAW VALLEY CHAPTER AND WESTERN MICHIGAN JOINT CHAPTER MEETING

ONLY A HANDFUL of Saginaw Valley Chapter members were present at the Western Michigan Chapter meeting in Battle Creek, September 21.

The Valley had been invited for an exchange of ideas in an attempt to streamline its programs for future meetings and although the meeting was very pointing, those attending felt that it had been a worth-while endeavor and plan to repeat the effort when a meeting is scheduled to be held in a city located nearer Saginaw Valley.

Bob Gazall and Cliff Gibbs left for the Western Michigan Chapter Meet to continue on a more formal basis but were stymied with its abbreviation.

"I was impressed with the less rigid planning of the Chapter Board, the extensive committees and the sense of direction that was displayed," said Bob Gazall.

"ARCHITECTS-ENGINEERS RELATIONS," both in practice and registration, was the subject of a panel discussion held between the two professional groups scheduled to meet for dinner, October 1st in Flint, at the Bishop Airport.

Architect Frederick E. Wigen, President Michigan Society of Architects and Engineer Frederick Von Voigtlander, Past President, Michigan Society of Professional Engineers were scheduled to direct the discussion.

The climactic part of the meeting was to establish annual meetings and streamline the understanding between the professional societies and plan a course of action to resolve problems.

The Flint area ARCHITECT IN TRAINING counsel has membership of 19 [illegible] that will participate this year. Qualifications include: Applicants must be willing to become Associate Members of the Saginaw Valley Chapter, A.I.A., have log books and be enrolled in the National A.I.A.

A complete story on the program planned by the Flint Area Architects will appear in the November issue of the Bulletin.

CLIFFORD E. GIBBS, AIA has been named by the Board of Directors of the Michigan Society of Architects as chairman of the Society's 1960 annual mid-summer conference to be held at the Grand Hotel at Mackinac Island August 11-13, 1960.

Cliff is very well-known as the 1959 conference chairman. Charles V. Hemyes of Lansing, Chairman, has a similar post to Dale A. Tomlinson, Architect, 1507 East Highway, Flint, Michigan.

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BEST OF SHOW WINNER, Ruard Vanderploeg (center) discusses award winning mount with Jurors (left to right) Linn Smith, Birmingham, Michigan; John Noble Richards, F.A.I.A., National A.I.A. President from Toledo, Ohio; Ralph W. Hammett, College of Architecture and Design, U. of M.; Charles A. Blessing, Detroit City Planner.

WINNERS—(left to right) John E. Knapp and Charles A. OBryon, of OBryon & Knapp, Assoc., Grand Rapids, Honorable Mention (Grand Rapids Medical Buldg.); Richard C. Frank of Laitola & Neuchterlein, Lansing, Honorable Mention (Elementary School); George N. Williams and Phillip C. Haughey of Haughey, Black & Williams, Battle Creek, Honorable Mention (Residence).

NINTH ANNUAL WESTERN MICHIGAN CHAPTER, HONOR AWARDS PROGRAM

The Western Michigan Chapter, Annual Honor Awards Meeting, was held at the Athelstan Club in Battle Creek, September 21. Ninety members and guests gathered for the first meeting of the fall season. It was a joint meeting for the Chapter with the MSA Board and a handful of Saginaw Valley members present. George N. Williams of Haughey, Black and Williams, Battle Creek was Chairman of the Day.

With summer out of the way important decisions were made to make ready for a new year of Chapter business, however, the main feature of the meeting was the award program. The November issue of the Bulletin will feature the winners in a special section.

The Nominating Committee announced the following slate for the coming election of officers: President, Charles V. Oprykie, Lansing; Vice President, David E. Post, Grand Rapids; Secretary, Robert L. Freeman, Lansing; Treasurer, Gordon A. Belson, Battle Creek; Director, Gordon F. Cornwell, Traverse City; MSA Directors, Charles A. OBryon, Grand Rapids and George W. Sprau, Kalamazoo.

FIRST PLACE, SCHOOLS—Gordon F. Cornwell, Traverse City, posed with his prize-winning mount.

WINNERS—(left to right) Lewis J. Sarvis, 1st Place Commercial & Industrial (Battle Creek Airport); Paul E. Flanagan from Roger Allen & Assoc., Grand Rapids, Honorable Mention (Nurses Home); Ruard Vanderploeg and Gordon A. Belson, both from firm of Lewis J. Sarvis, Battle Creek. Two firms, David E. Post, Grand Rapids (Grand Rapids Bank) and Clark R. Ackley, Lansing (Elementary School) winning Honorable Mention Awards were not present at the meeting.

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THE MICHIGAN SOCIETY OF ARCHITECTS AT THE CONFERENCE ON AGING

LAST JUNE [illegible] A.I.A. was holding its convention in New [illegible], another conference was held at Ann Arbor, Michigan, that in its own way was also outstanding and of importance. There were certain similarities between the two. Both had the word "Design" on their masthead and at both there were many architects in attendance.

This 12th Annual conference on Aging at Ann Arbor was a good conference. It was put on by the University of Michigan under the Chairmanship of Dr. Wilma Donahue. The theme was "Designs for Retirement" and perhaps this theme should have a major and a minor with "Work" as the minor. It was a hard working, earnest group of about 1,200 people from every state in the union: Clergymen, sociologists, social workers, architects, doctors and people representing Labor, Fraternal and Religious groups as well as many interested laymen. During the day they attended workshops, heard lectures and swapped information. In the evening they dined together and relaxed by listening to debates about problems of the aging.

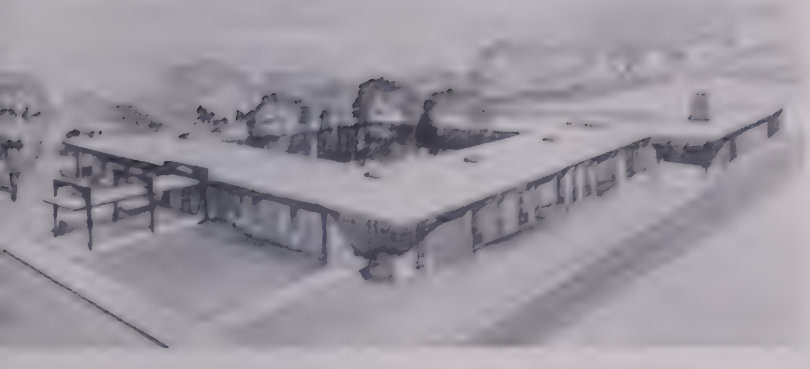
The total conference consisted of five parts, one of which was devoted to Housing and it was there that the M.S.A. was involved. It was a great opportunity, a chance to be of service and to contribute. Many architects who participated were active on panels, they gave lectures, showed slides and studied an exhibit of Housing for the Aged that was exceptionally well done. This exhibit was a great success. Conducted by the two "Jacks" Begrow and Brown, it showed how much has already been accomplished in this relatively new field. It added a great deal to the total effort and was well attended. Besides that the Michigan architects fared well when the prizes were awarded.

Now it really is amazing when thinking about all these things how much practical thinking on housing for the aging has been done and how many good examples are already available. Architects and others who maze up the programs have done much and lots of information is at hand but in scattered form. What seems to be needed now is really a correlation of all this thinking and data something in the nature of what has been done for schools and hospitals and that may well be part of the next steps which are to be taken. This conference fitted in with another one which was held immediately after and was preparatory to the White House Conference on Aging which will be held in January, 1961 in Washington, D.C. From now until this White House Conference is held more preparations must be made by all who are concerned and the Michigan Society of Architects certainly is not the least among these.

This is not the time to relax. It is good that we were there and took part in this aging effort but there is more to come. Fortunately the opportunities are there and will present themselves before January 1961. We have begun [illegible] a busy [illegible].

by PETER VANDER LAAN, A.I.A.
2nd Vice President
Michigan Society of Architects

THE ELEVEN OUTSTANDING DESIGNS FOR RETIREMENT WITH THEIR CITATIONS, GIVEN AT THE 12TH ANNUAL CONFERENCE ON AGING AT THE UNIVERSITY OF MICHIGAN, APPEAR ON THE FOLLOWING PAGES



THE HAWLEY NURSING HOME
ADRIAN, MICHIGAN

J. Wesley Olds, A.I.A.
Okemos, Michigan
Architect

NURSING HOME CITATION:

"Pleasant, Economical Design"

Building with 12,780 sq. ft. designed around a garden court to house 40 residents in larger than minimum sized rooms (12' x 18'). Twenty-two double rooms and an addition of 40 more to be served by office, nurses' and day room, laundry, heater room and other [illegible]. Garden views for many rooms a special feature. Cost $[illegible].

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ONE BEDROOM UNIT

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ROW HOUSING CITATION:

"Good, Modest Housing for Low Income Elderly"

Ten single-story apartment buildings [illegible] housing 94 persons in 44 one bedroom [illegible] and 6 zero bedroom apartments. Each apartment contains refrigerator, electric range, sink, wall storage cabinets, wall slot for mail [illegible] buzzer, individual gas burning water and space heaters and bath tub with built-in seat and hand rail. Site 2.64 acres; [illegible] 29,812 sq. ft.; cost: $511,468

CANTON VALLEY TERRACE
FITCHBURG HOUSING AUTHORITY
FITCHBURG, MASSACHUSETTS

William Hoskins Brown, A.I.A.
Boston, Massachusetts
Architect

ROW HOUSING CITATION:

"Excellent Design"

48 apartments, 16 for double occupancy, 32 for single on site 120,000 sq. ft. Eight buildings—6 apartments each; utility rooms in four buildings. Gross area: doubles 387 sq. ft., singles 329 sq. ft. Objective: To make small space seem larger; achieve maximum variety in spite of repeated similar plans; provide maximum variety of outlook from each apartment. Site work and construction $345,000. Each apartment $7,200. Community building $29,000.

HORN-CLAVED UNITS in the U. of M. Library

Attractive HORN-CLAVED Lightweight Concrete Masonry Units, cured by High-Pressure Steam, have been used extensively as exposed interior walls in the construction of the University of Michigan Undergraduate Library.

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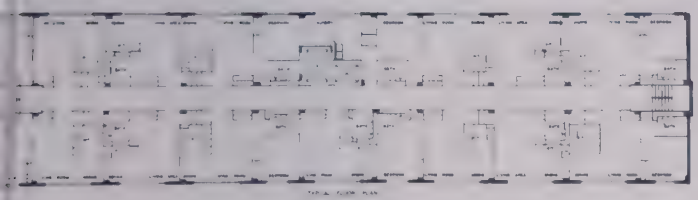

HIGH RISE APARTMENTS CITATION:

"Good Simple Plan"

Building contains 91 apartments; 56 consist of living room, dining area, kitchen and bedroom and bath; 35 apartments consist of living room, dining area, kitchen and bath. Special features: Bathroom handrails, non-stoop kitchen equipment, eye level shelves, extra wide corridors, automatic gas shut off in case of pilot light failure, doors wide enough to permit passage of wheelchairs, hospital size elevators and non-slip floors

HIGH RISE APARTMENTS CITATION:

"Good, Compact Design"

Twelve-story elevator building with 88 dwelling units ... equally between one bedroom and efficiency types. Ground floor provides spaces for general resident use. Includes crafts shop and multi-purpose community room, equipped with sm... kitchenette. The project has 5-bedroom row house units as wel... —providing for a wide range of family age and ... C... $2,200,000

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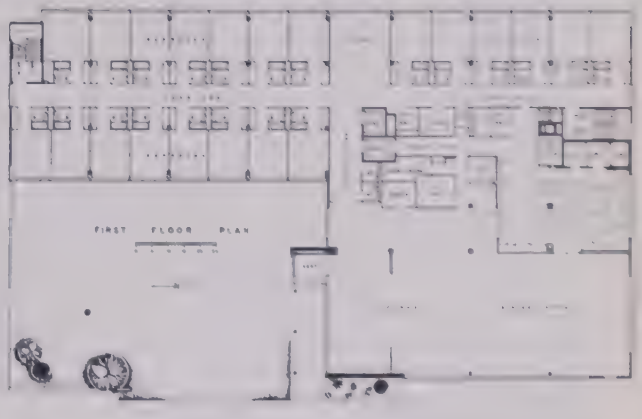
NORSE HOME
SEATTLE, WASHINGTON

Edward Mahlum, A.I.A.
Seattle, Washington
Architect

INSTITUTIONAL HOUSING CITATION:

"Straight Forward, Efficient Design"

157 apartments, each having living-sleeping room with complete bathroom with shower and large closet. In basement 4' x 4' storage locker. Each floor has two living room lounges, laundry, coffee room and various service rooms. Libraries on second and fourth floors. Entire third floor is infirmary. Unnecessary doors excluded as much as possible in plan. Carpets throughout except asphalt tile in infirmary. Floor area 100,000 sq. ft. Completely furnished and equipped ready to operate. Cost: $1,400,000



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School of Architecture
Bruce W. Harrison, Student

INSTITUTIONAL HOUSING CITATION:

"Best Student Work"

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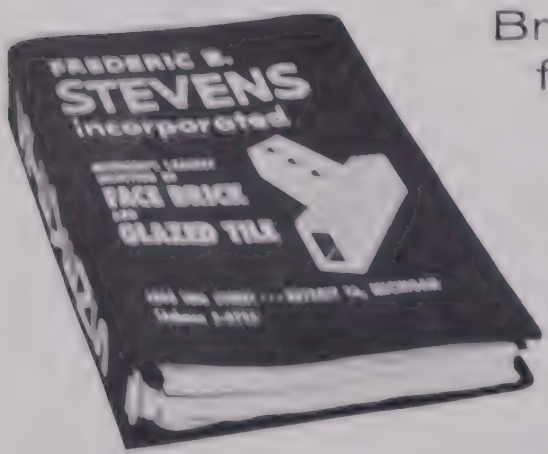

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HEADQUARTERS, 120 Madison Ave., Detroit

Detroit Chapter's Next Meeting

Detroit Chapter AIA will hold its annual meeting and election at Northwood Inn, 8618 Woodward Avenue in Detroit, Sunday, Midnight on Wednesday, October 14.

The Chapter was enthusiastic in its decision by the success of its 1955 annual meeting also held in Oakland County at Silverdome Inc. in Birmingham. The Chapter has many members active with homes or offices in both in Oakland County and it is in deference to them that they meet in the area. Last year most of the officers and directors were re-elected and who knows the five year the same may be true.

The Chapter has named new members and committees due to the practice and tradition by the Board of Directors of changing slates of officers to be chosen on its annual meeting.

The President's committee consists of Frederick G. Stickel, Chairman, Clyde H. Adams and Charles H. McMorran, II. The Board's consists of Frederick J. Scrimgeour, Chairman, Philip L. Marsh and Sven Pinkos.

In addition to the election, the Chapter will award its Gold Medal and Honor Awards for the outstanding architectural achievements of the Detroit area during the past year.

DETROIT CHAPTER MEMBERS NOTE: AN EXHIBIT OF RICHARD NEUTRA'S WORK WILL BE SHOWN AT TOLEDO MUSEUM OF ART OCT. 4-25

Detroit Chapter Meeting Report

Detroit Chapter AIA met on September 15, 1956 as guests of the Builders and Traders Exchange of Detroit at its quarters, 1005 Park Avenue in Detroit. The Exchange was most gracious in being hosts at a cocktail party and buffet dinner. About 300 architects and wives were present, and viewed the new quarters and the many facilities the Exchange has to offer to architects and others. The Exchange was organized in 1886 and now with more than 1600 members is the largest such organization in the world. It has a staff of 23 people rendering a wide variety of services, such as daily reports on construction news information on taxes, laws, government regulations, etc.

In April of this year, it published by Bruce Gould distributing over 8000 copies and it maintains a "What Has Been" and "Where to Buy" service on prime and basic homes. In its plans room are 30 offices for estimators and bidders for almost every current construction project in Michigan are available to takeoffs by contractors and suppliers [illegible]

The Industry Relations Committee is constantly on the alert to review proposed legislation affecting the construction industry. The industry Relations Committee carries on a program to correct unethical bidding practices and un-

Photographed at AIA-B&T party September 15 were (L to R) George M. Sullivan, President of the Exchange; William C. Dennis, Exchange Secretary-Manager; Talmage C. Hughes and Robert F. Hastings, Executive Secretary and President respectively of Detroit Chapter, AIA.

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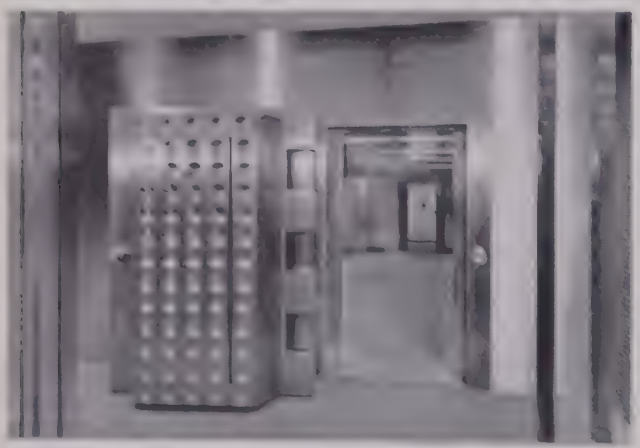
Diebold, Incorporated is proud indeed to have been associated with this monumental and inspired building. To the officers and directors of the National Bank of Detroit and to the architectural firm of Albert Kahn Associated Architects & Engineers, Inc., our congratulations and very best wishes for the future!



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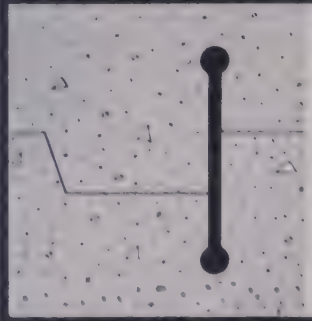

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AIA

DETROIT CHAPTER

REPORTS

Relations with the Construction Industry

Paul J. Ketelhut, Chairman

ACTIVITIES:

Activities of this committee and sub-committees were as follows:

1. RESPONSIBILITY

Responsibility of Architect or General Contractor regarding Progress Reports and Charts, and Follow-Up Reports.

A. There should be no doubt that all prime contractors are required to provide a complete progress schedule, in graphic form, of his work, immediately upon being awarded contract. This is [illegible] mentioned in most General Conditions of Architects' specifications. This is also mentioned as a joint procedure by Contractor and Architect in A.I.A. Hand Book of Architectural Practice in Chapter 38 under "Detail Drawings and Instructions."

B. Subsequent to the progress schedule submitted after award of contract, the Contractors are expected to furnish [illegible] progress charts [illegible] and reports, [illegible] the work. The method of this presentation is [illegible] The purpose of the Architect's [illegible] who uses this information is not [illegible] with the duty that nearly [illegible] to the Architectural Firm [illegible]

C. Sometimes [illegible] the [illegible] and [illegible] progress schedules are removed as the result of recent [illegible] between General Contractor and [illegible] [illegible] in connection with Architect's [illegible] the progress [illegible] [illegible] and published under the General Conditions. When reports of [illegible] are issued by the General Contractor to all [illegible] the Architect. The Architect is not [illegible] it is [illegible] of fault, [illegible] to the Owner or [illegible] Owner's Representative about these [illegible] Progress Schedule [illegible] and proper [illegible] of [illegible] [illegible] schedule is necessary to [illegible] Contractor's Monthly [illegible] [illegible] in General Conditions of the Specifications.

D. These reports [illegible] [illegible] [illegible]

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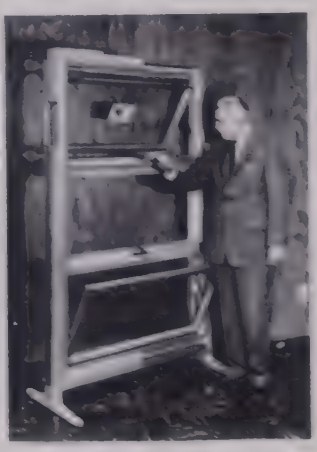

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Chapter, and printed in October 1955 issue of the A.I.A. Magazine and later published and mailed to all registered architects in the State of Michigan.

Unfortunately, many architects have not been using these recommendations and consequently the old problems continue to exist.

The A.I.A. Detroit Chapter urges each of you to read and use the recommendations in these published "Reports" and include them in your contracts and specifications. This will result in greater uniformity in practice and better relations with the building industry.

Very truly yours,
(Signed) P. J. Ketelhut
A.I.A., Detroit Chapter"

6. LIAISON WITH CONSTRUCTION SPECIFICATIONS INSTITUTE.

A. This year the entire membership of the C.S.I. was divided into small groups, each with the task of writing a few related sections of a new master specification. This work has not progressed much this year.

B. The other meeting of interest consisted of talks given by a General Contractor and an Architect's Field Superintendent. The main point made by the contract was, "Write Specs. for the General Contractor. Let him divide the work into trades and suppliers." The point stressed by the Field Superintendent was, "Put everything in the specifications which is not on the drawings. When discrepancies appear, we hang our hat on the specifications."

7. ADDITIONAL MATERIAL FOR "REPORTS" BOOK.

A. Reports of this committee for the previous years 1956, 1957 and 1958 have been compiled and sent to the Detroit Chapter of A.I.A. It was recommended that this material be printed in loose leaf form and sent to Architects requesting them. This material will bring the "Reports" Book up to date to 1959.

Office Practice

C. H. MacMahon, Chairman

During the past year this committee was concerned with two principal matters: Modular Coordination and assisting the Sheet Metal Contractors Association of Detroit with the introduction of manuals covering all phases of sheet metal work.

To determine the familiarity and usage of the Modular Coordination System, a survey was conducted with all offices in the area covered by the Detroit Chapter. The results of this survey which were published in the Bulletin showed almost all architects who had tried this system were continuing to employ it.

Registration and APELSCOR

Maurice F. Hammond, Chairman

The Architects, Professional Engineers and Land Surveyors Council on Registration has been quite active during the past year. In addition to our regular meetings, committees and groups of interested Council members have held meetings and submitted important reports at our APELSCOR sessions.

Ballots were mailed to all council members and the results tabulated January 22, 1959. The installation of the newly elected officers for the year 1959-60 was conducted at a meeting held February 17th. The officers are: Harold G. Donnelly, chairman; Frederick J. Schoettley, A.I.A., vice-chairman and John J. McMahon, secretary-treasurer.

As a result of this meeting and another one held April 8th the Joint Legislative Committee and a group of Council members made a number of trips to Lansing regarding House Bills #230 and #537 and Senate Bill #1073.

Chairman Harold G. Donnelly, and a delegation of APELSCOR members, appeared before the Sub-committee of the Ways and Means Committee, House of Representatives, for a discussion of the pressing problems of the State Registration Board. The group respectfully requested that a more equitable appropriation of funds is possible and should be made to meet the needs for a more adequate operation of the Board office and performance of its duties in accord with the provision of the act. Some of the requests were finally granted including a small increase in the appropriation.

As chairman of this committee I wish to thank my fellow members; Morris Webster and Frederick J. Schoettley for their active participation on the committee and their fine attendance of all meetings.

Liaison with Producers Council

LaVern J. Nelsen, Chairman

Since the establishment of a Liaison Committee between the A.I.A. and the Producers Council, it was necessary for us to proceed slowly and lay down ground rules as we progressed.

Along with the Producers Council representative, Mr. Richard Pass, I attended several meetings in which our mutual problems were discussed and in which we were able to aid one another. This was especially true during the recent MSA-AIA State Convention held last March.

There is no question that an AIA Liaison Committee is needed and that such a committee can perform a valuable and much-needed service between our two related organizations.

I want to thank the Producers Council for their splendid good will and for their willingness to serve the architectural profession. Although we still have many problems to discuss and there are many things which must be decided, I am sure that with the splendid cooperation that exists we shall achieve our goals.

I should also like to suggest that since the Producers Council have invited the AIA Liaison to attend all of their meetings that we in turn should invite their Liaison to attend our meetings and in this way we can have a closer understanding of the functions and aims of our two organizations.

Relations with Other Professions

Paul B. Brown, Chairman

Since your Committee on Relations with Other Professions is a Special Committee, its activities were limited to the taking of appropriate action as special cases in the field of interest might arise.

Principal action during the past year was to follow closely the case of Charles M. Valentine's complaint against the Austin Company, relative to unethical practice in the design of a new school in Richmond, Michigan. Correspondence was carried on with Mr. Valentine, Mr. Lawrence Le Gros, Chairman, and Mr. Allan T. Carlisle, Vice-Chairman, of the Ethics and Practice Committee of the Michigan Society of Professional Engineers, and Mr. Peter Vanderlaan, of the Michigan Society of Architects. Mr. Verne Sidnam of this committee attended a meeting of the MSPE in Lansing, at which the case was reviewed.

Inasmuch as the MSPE Ethics and Practice Committee is a committee of a state organization, and the Michigan Society of Architects Sub-Committee on Public and Professional Relations, headed by Peter Vanderlaan, followed the case closely, it was felt that only limited action was required of our committee.

Allied Arts

Anthony R. Moody, Chairman

With the rise in building construction, after last year's recession low, we have observed a consequent increase in allied arts activities, both in actual commissions, and, more important, business and public awareness of this important function. In order to continue this awareness, and to stimulate even greater ac-

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tivity, it is our desire to plan a public exhibit some time this Fall to show the more recent works of Detroit area artists. The time and place will be announced at a later date.

We have also observed some rather unjust criticism regarding works of art for a multi-million dollar public building. As one outstanding artist put it: "I'm disappointed because all the emphasis seems to be put on cost rather than the merits of the sculpture." We think this is a sensible rejoinder and commend the artist for inviting fair criticism.

Your Chairman would like to observe a trend which would allow a portion of every building budget, no matter how modest, to be earmarked for enrichment of the architect's effort.

Architects' Urban Design Collaborative

Louis G. Redstone, Chairman

The aims of your committee were to offer voluntary service and advice to the City Plan Commission, which would contribute to the betterment of our city, with the present primary interest centered on the redevelopment of the Central Business District, an area bounded by the Lodge, Vernor and Hastings Expressways, and the Detroit River.

This initial project in forms of drawings, models and diagrams, in which 35 architects took an active part, was completed last February, and the entire material published in the March issue of the AIA Monthly Bulletin of the MSA. 2000 reprints of the AUDC Section with a special cover were made and nearly all distributed or sold to CBDA of Detroit, Toledo, Texas and many other interested organizations. The AIA Journal will reprint the material in its September issue, and then will include it in a separate issue on City Planning together with the material from other cities.

The local press also featured prominently the work of the group (see photo). The CBDA presented the results of the work at a special Luncheon meeting on March 11, which was attended by many civic leaders. In July, the Museum of Art of the U. of M. featured the work together with the work of the City Plan Commission and called the exhibit "The City in Transition — Detroit plans its future."

Your Committee intends to continue its voluntary work, but hopes for a more coordinated effort on the part of the CBDA, the city agencies and all other related organizations. One way to bring about closer coordination would be for observers from each related organization to sit in at executive meetings at which vital problems affecting the City developments are discussed. By reporting back each group is kept informed and can be much more effective.

Michigan Architectural Foundation

Arthur K. Hyde, President

There has been little activity during the past year. Though business conditions have improved considerably, it has seemed unwise to actively solicit funds for the Foundation until local economic recovery is more assured.

Approval of our application for tax exempt status was recently received from the Internal Revenue Service. All contributions made to the Foundation are now allowed as deductions in the Computing of the donors Federal Income Tax.

The Foundation stands ready to function as the custodian of funds to be used for the expressed purpose of the Foundation, namely: the development of architecture and allied arts.

Education

William Muschenheim, Chairman

Your Committee on Education devoted most of its efforts during the past year towards the establishment of an Annual Awards Program and an Anuual Workshop Program.

a) **Annual Award Program.** The purpose of this program is to recognize and publicize good design by local architects and consequently arouse public interest in the art of architecture and its cultural significance. Arrangements have been made to judge and exhibit the submissions at the Detroit Institute of Arts in September and present the awards at the Chapter's October meeting. Announcements appeared in the July and August issues of the **Bulletin** of the Michigan Society of Architects describing the particulars. The program was prepared by Messrs. Binder and Orbach who also made the arrangements for its implementation.

b) **Annual Workshop Program.** Mr. John Allen with the assistance of Mr. Ziegelman composed an outline of a workshop to discuss the subject of office practice as it relates to the architectural profession. The sessions were held at the McGregor Building, Wayne University, Detroit, on September 19. Mr. Allen made arrangements for Mr. Lynn Smith, A.I.A., to talk about office management, Mr. John Farquharson to talk about accounting methods and taxes, Mr. James H. LoPrete to talk about legal problems, and Mr. Daniel Schwartzman, A.I.A., of New York to act as moderator.

An announcement appeared in the September issue of the **Bulletin** describing the particulars. Mr. Walter Taylor, F.A.I.A., suggested that the program be drawn to the attention of the Office Practices Committee, A.I.A., in Washington, and in correspondence with Mr. Frank V. Mayo, F.A.I.A., Chairman of that Committee, the members of the Steering Committee have been sent copies of the program and invited to sit in on the workshop. Mr. Clinton H. Cowgill, Editor of the **Handbook of Architectural Practice,** and Mr. Ronald A. Spahn, Chairman of the Office Practice Committee of the Great Lakes Region, were informed about the program and they have offered valuable suggestions.

In addition to the above-mentioned two programs, your Committee on Education has been working on the formulation of a program of action to introduce knowledge of architecture and interest in the architectural profession among students at the high school level. The outline of such a program was prepared by Mr. Eino O. Kainlauri and plans are being made to get this program started this autumn.

Other matters brought up at the meetings were: The Architect-in-Training program, Student Chapter problems (in particular a clarification of the policy to be followed relative to students' dues), an architectural directory for the Detroit area, and the possibility that the Detroit Chapter might contribute a sum of money to assist teachers in the chapter area to participate in the Joint ACSA-AIA Committee R-17 on the teaching of architecture seminars.

Civil Defense

W. B. Anderson, Chairman

This Committee of three — A. L. Trout, W. S. Quinlan and your Chairman — was formed to re-explore the local Civil Defense Program (the Committee has been inactive for several years) and determine wherein the Detroit Chapter can contribute.

An initial survey showed:

1. No activity by other local professional societies;

2. Local Associated General Contractors of America marking time, waiting for their national disaster plan which finally was issued in the spring of 1959;

3. Corps of Engineers active to the extent of keeping track of developments in order to have their own activity coordinated;

4. City of Detroit and Wayne County groups tapering off in their activity after

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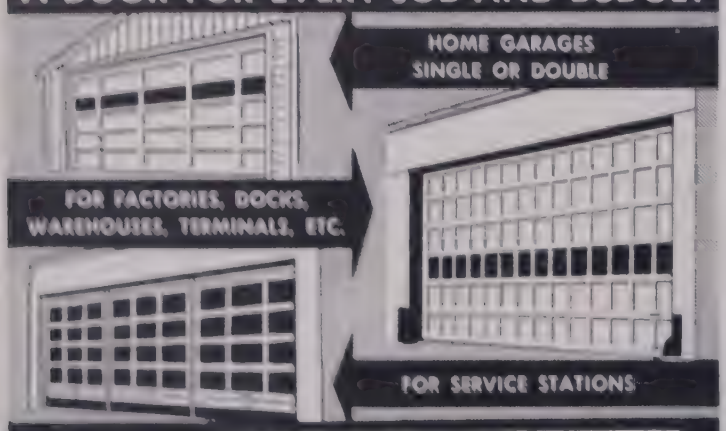

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their surging progress up to 1955-56, possibly hampered by lack of state program which wasn't issued until May, 1959.

Conferring with Detroit and Wayne County groups finds them still analyzing and refining their Phase I (saving lives) and Phase II (restoring communication and transportation) with Phase III (rehabilitation and rebuilding) still in a preliminary stage. Your Committee's activities appear best directed toward this Phase III so, as it develops, an active program can ensue. Pending this becoming more activated it was suggested we help publicize the program of family fallout shelter construction, in line with the National Plan for Civil Defense and Mobilization which recommends and stresses the importance of **self-help,** not only in state and local operations but also down to individual family units, with survival at that level dependent on shelter from fallout radiation.

Meantime, your Committee has been reviewing current data as issued by National Civil Defense through Region 4 at Battle Creek, and we believe some of this data is of sufficient general interest to be excerpted and published in the Bulletin as a useful service.

Executive Secretary

Talmage C. Hughes

Our President, Robert F. Hastings has rendered valuable service to the Chapter the past year. He has been ably assisted by other members of the Board and Chapter committees.

The Public Relations program of the Chapter and the Michigan Society of Architects has advanced considerably in 1958-59, as revealed by a recent PR survey by the national AIA. Elmer J. Manson, of the Western Michigan Chapter, is Chairman of the Public Relations Committee of the Great Lakes District, AIA; Charles H. MacMahon, Jr., of the MSA PR Committee. The Society has four new films produced by the Institute, available for loan at no charge. They are on schools, churches, commercial buildings and homes. Also available are many brochures on various phases of architecture and all of the standard documents of the Institute. The latter are used extensively.

On many occasions this year, our members have appeared on radio and television. Twice during the year our documents have been designated "Document of the Month" by the AIA Chapter Affairs Committee. One instance was the Owner's Portfolio by the MSA. The other in Component Guide to Architecture, which we [illegible] were mailed to some 250 AIA chapters, state associations, etc.

In April of this year we joined with the Detroit and Michigan Artists Memorial in exhibiting at Detroit's old City Hall "Architecture Worth Saving," a plea for preservation that was circulated nationally. The Architects' Urban Design Collaborative, a Chapter committee, prepared a suggested plan for rehabilitation of Detroit's downtown district, which received a great deal of favorable comment. It was published in the Monthly Bulletin, MSA in March, will be reprinted in the Journal of the AIA.

The Chapter's Committee on Education, of which Prof. William Muschenheim is Chairman, has recently conducted an Honor Awards program, also a Workshop in which every phase of architectural practice was discussed. The Bulletin recently conducted a survey of offices in Michigan relative to wages, hours, working conditions, etc.

The Bulletin's Public Officials issue, which this year will be in November, will show the premiated designs from the Detroit and Western Michigan Honor Awards programs, as well as a section devoted to the Saginaw Valley Chapter. Other material will be of interest to national, state, county and local officials who have to do with the employment of and dealing with architects. A new feature will be the results of a recent survey to determine how architects are serving their communities on planning commissions and otherwise. The Bulletin has recently become the official publication of the Builders and Traders Exchange of Detroit.

Many architects from other countries, as well as our own, are visiting Detroit from time to time, singly and in groups. The Chapter endeavors to assist them in making their visits pleasant and successful. Our Visitors' Guide is now in its third printing. We have discovered a number of our members who speak foreign languages and who are willing to devote some time to entertain such foreign groups.

Joseph W. Leinweber rendered a valuable service as Chairman of the Great Lakes Regional Conference in Ann Arbor April 23-25. It was a real success. Linn Smith was nominated for Great Lakes Regional Director, and at the New Orleans Convention he was elected. Our Chapter was well represented at the Convention. Eero Saarinen and Minoru Yamasaki, both of our Chapter, received First Honor Awards in the AIA national competition. Yamasaki was on the program. John A. Woerpel, of The Detroit Free Press, and William W. Lutz, of The Detroit News, won Honorable Mentions in the national AIA Journalism Awards. Detroit has fared very well indeed in the six competitions held by the AIA so far: Lilian Jackson Braun, of The Free Press, won three First Prizes and one Second Prize. Frank Beckman, also of The Free Press, won a First Prize. The 1966 Convention has been scheduled in Detroit.

Gerald G. Diehl has been named to the Board of United Community Services of Metropolitan Detroit, after serving on the Architects Division of the Torch Drive for several years and bringing that unit to a top place.

Your Executive Secretary continues to receive many inquiries regarding architects, architecture and matters of ethics, etc. Some matters on grievances are referred to the Board.

The Michigan Architectural Foundation has been certified by the Internal Revenue Service as tax-exempt. The Women's Architectural League renders much assistance to the Chapter and the Society, and the three student chapters are quite active.

Chapter by-laws have been reprinted after changes. LaVern Nelsen, as liaison with the Producers' Council, has rendered outstanding service. Robert B. Frantz, Wells I. Bennett and Talmage C. Hughes serve on the Michigan State Board of Registration for Architects, Engineers and Surveyors. Frantz is from the Saginaw Valley Chapter. An increasing number take the examinations. One hundred and ninety-eight took the last design problem. Six juries of six architects each judged the problems on October 1 and 2.

The architectural profession of Detroit and Michigan continues to give a good account of itself.

AIA–IES

Lyall H. Askew, Chairman

Your Committee was organized on October 15, 1958, as a joint venture of the Detroit Chapter, AIA and the Michigan Section of the Illuminating Engineering Society, for the purpose of studying lighting and its application to architecture and furthering the mutual understanding of the architect and the illuminating engineer.

The Co-Chairmen of the Committee are Frank E. North, IES, and Lyall H. Askew, AIA.

The Committee was organized into four sub-committees, each with two architects and two lighting engineers.

The four sub-committees are each concerned with a different field of application as follows: Commercial lighting, Office lighting, Institutional lighting and Industrial lighting.

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President

In the past year these sub-committees have held a number of meetings and have initiated studies in their own special fields.

Your Committee was responsible for the November joint meeting of the AIA and the IES and heard a detailed discussion of the methods used to establish recommended lighting levels.

Civic Design

Malcolm R. Stirton, Chairman

There were several architectural developments in downtown Detroit this past year, and it at first appeared that your Committee would have a very busy time. However, many of these projects were of a private-enterprise character and not under the control of the City of Detroit. As a consequence, they did not require direction or comment from the Detroit City Plan Commission.

Early in the year, your Committee offered its services to the City Plan Commission and suggested a general review of current projects. Because of several factors beyond our control, this meeting could not be scheduled, and our only call for a meeting by the City Plan Commission was August Twentieth.

This meeting was called to review plans for a proposed Reptile House at the Detroit Zoological Park. Our comments here were directed primarily to the location of the building on the property and, we hope, were helpful to the City.

This meeting was well attended and gave us an excellent opportunity to discuss our overall objectives, and to review them with the Director of the City Plan Commission, Mr. Charles A. Blessing, AIA.

It was agreed that we should broaden our field if we are to remain active and not be entirely dependent on call of the City Plan Commission. One suggestion was to work more closely with the Central Business District Association. This is being followed, and we hope for an early meeting with their Executive Committee to learn of their objectives and how we can best cooperate with them for civic improvement.

Considerable concern was also expressed regarding projects such as the new building for the Michigan Consolidated Gas Company which adjoins the Detroit Civic Center, but which had never been discussed with your Committee. This concern was in no way related to the capability of the architects developing the building, but simply a general concern in a civic sense.

It was felt that certain precedents and procedures established in reviewing [illegible] municipal structures could prob-

ably be extended to private, or semi-private projects which, by their location or nature, affect civic projects.

Mr. Blessing suggested that your Committee might select some definite project such as the Convention Mall for next year, and concentrate on promoting such a development. In this connection, your Committee feels it would be quite worthwhile to have a regular meeting of the Detroit Chapter devoted to a discussion of the overall planning problems of Detroit by Mr. Blessing. This has not been done for several years and we feel it would be a subject of interest to all the members.

Everyone on this Committee has always enjoyed the discussion and work in the past, and believes the Committee has a great potential of service to the City. However, it should broaden its scope and establish a definite program of its own without being dependent entirely on call from the City Plan Commission. In this way, it can continue to cooperate in every way with the City Plan Commission, but also become more vital and valuable to the whole idea of civic development.

Membership

Frederick G. Stickel, Chairman

The Membership Committee of the A.I.A. in Washington approved the Chapter's 500th member in early 1959. He was Lyndon Welch, of the office of Eberle M. Smith Associates, Inc.

Because of deaths, resignations, transfers and terminations, membership now stands at about the same. This is 22 more than at this time a year ago.

The Chapter now has 234 associate members and 128 student associates, a grand total of 862.

When new registrants are announced by the State Board of Registration, they are invited to submit applications for membership in the A.I.A. Such applications as are received are screened, references checked and applications presented to the Chapter Board. If approved, they are forwarded to the A.I.A. Membership Committee in Washington.

Every effort is made to save those under suspension for non-payment of dues from having their membership terminated.

Board of Education

Advisory Committee

The Detroit Chapter, American Institute of Architects' Detroit Board of Education School Advisory Committee recently reported to Superintendent Samuel M. Brownell on the Committee's analysis of "Recommendations from the School Plant Sub-Committee of the Citizens Advisory Committee on School Needs."

This report from the A.I.A. School Committee is but one of its actions, as they have had many meetings in the last year and a half to survey and discuss the planning and construction of Detroit public schools, some of which have been held jointly with Superintendent Brownell and his staff.

The architects committee, consisting of architects Lyall H. Askew, Charles D. Hannan, Thomas H. Hewlett, Earl G. Meyer, Suren Pilatian, Verne H. Sidnam, Eberle M. Smith, Linn Smith and Gerald G. Diehl, Chairman, concerned itself primarily with recommendations that dealt with educational programming, planning and design of schools and the proposed separation of the administrative divisions that concern itself with programming, construction and maintenance of the Detroit schools.

The A.I.A. Advisory Committee strongly endorsed the recommendations as generally excellent which most certainly should be the basis of a sound school program. In many instances the School Plant Sub-Committees report coincides with the thinking that the architects committee had previously expressed.

While the Advisory Committee commented on all Recommendations, they express particular approval of the following with comment:

The most important, in the view of the architects, are the detailed methods of setting up a school building unit as a separate administrative division to develop plans to meet educational requirements. This, if fully developed, will make full use of the architects and engineers professional abilities which have been neglected in the past. In so doing, it will answer the frequent criticisms of the continued use of many materials and construction practices that were employed without considering the need of a particular project or the changing educational requirements.

In addition, the architects committee strongly endorsed a resolution that future contracts for architectural and engineering services be let as one complete contract. This would permit the architect to select his own mechanical engineer. In the past, when an architectural firm did not have its own engineering staff, a separate engineering contract was often awarded. This practice did not give the opportunity for the full coordination that must exist between the two.

The A.I.A. Committee also concurs with the School Sub-Plant report for greater flexibility in construction to allow for educational program changes over the years. This in turn will affect structural design and use of materials and equipment and yet it does not follow that these buildings have to be temporary, of inferior construction, or at added cost.

The recommendation that the school construction and the Detroit urban renewal programs work on a cooperative basis, received the architects support.

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Program

Gerald G. Diehl, Chairman

Our Chapter had an active season in 1958-59. On September 11, 1958 Chapter member Charles A. Blessing, AIA, Detroit, City Planner, addressed the Chapter on his trip to Europe, showing excellent slides of many cities.

October 14 was the Chapter's annual meeting and election, which was held at Showcase, Inc., in Birmingham. At this meeting Mr. Alvin E. Harley, FAIA was awarded the Chapter's Gold Medal, and Mr. Joseph Parducci was made an Honorary Member. Cocktails, compliments of the Chapter, were served before the dinner.

November 11 was the annual meeting of the Chapter and the Illuminating Engineering Society, Michigan Section, at The Detroit Edison Company. Lyall H. Askew, AIA and Frank E. North, IES were cochairmen.

On December 16 Chapter members Charles D. Hannan and Louis G. Redstone showed slides of their European travels.

January 27, 1959, Paul Rudolph, Chairman of the Department of Architecture at Yale University gave a talk at The Engineering Society of Detroit.

Chapter members were guests of the Structural Clay Products Institute for cocktails and dinner at Detroit's Statler Hilton hotel, and viewed a closed-circuit TV program, February 24.

No meeting of the Chapter was held in March, members joining with the Michigan Society of Architects for its Annual Convention at the Statler March 11-13.

April 16 Maurice Lavanoux, Secretary of the Liturgical Arts Society and editor of its magazine, Liturgical Arts spoke on church architecture.

The Chapter's annual joint meeting with its three student chapters was held this year at Lawrence Institute of Technology on May 2. The speaker was AIA President, John N. Richards, of Toledo.

To Mr. Woodfill

At the MSA Midsummer Conference at the Grand Hotel on Mackinac Island, August 8, 1959.

Recently while deliberating the propriety or fitness of a symbol which might suit this particular occasion and which would also portray the life and success of our special guest, I came upon a book by William J. Burtcher—"The Romance Behind Walking Canes."

The book was dedicated "To all people of all times who have made and used and will make and use walking canes." The idea for this most interesting book started when a friend of the author showed him a cane made of wood from Commodore Perry's flagship, Lawrence. From this, came a campaign of research which brought to light a myriad of canes, tales, epigrams and episodes associated with many of our most beloved and distinguished citizens and many of our important monuments. The author claims that the walking stick is the most picturesque of man's possessions. By 1944, he had seen more than 5,000 sticks in private collections, 10,000 in museums and believed that there were several million in actual everyday use.

Our special guest has a fine collection of canes. It is intended that the cane which I am about to present to him will become a part of that collection. The wood from which it is made was once a part of the white pine frame of the venerable Biddle House. I think the stick is unique — it is an original — I know — it is my own personal design. I insisted in its design the "umbrella" and the open because the Indian was so prominent and important for so many many years in this Empire area of Mackinac. The age of the wood made it difficult to work and therefore, it was necessary to make the plans in two parts — the head and the shaft — the basic background I had to reconcile the two. The upper and lower ends of the shaft carried the principle forms. The round hawk-like nose is studded with an original hand made nail, once used in the House. The head is fastened to the dowelled end of the upper shaft and further secured by three round pegs which transverse the stick and made from one of the original oak pins that once held together parts of the white pine frame.

The reasoning behind the three round pegs, each of which is fitted into a round hole, is two-fold: first, we have come to recognize that our special guest has many talents, three of which we believe warrant special notice and each of which is commemorated by a round peg:

A genial and friendly host,
An astute and successful administrator,
A devoted and selfless public official.

Second, we believe he lives up to these talents in a true "round peg — round hole" manner.

The three beads in the upper part of the shaft immediately below the head, denote the three years our special guest served as Chairman of the Mackinac Island State Park Commission. The beads of different sizes and shapes at the lower part of the shaft indicate there have been lean years and fat years while he has been on this Island. While these are not in sequence, it is significant to know that there are forty points on this part of the shaft where the plane of the stick changes directions. These forty points denote the forty years since he first came here to this Hotel as a young man to do menial jobs. The black iron ferrule is a piece of the original hardware wrought to suit this unique stick.

There is another feature of this walking cane which is significant. An "out of mint" Indian head coin is inlaid in the top of the head. The date on the coin is 1896. This was an eventful year — William Jennings Bryan was nominated for President and the Republicans spent $16,000,000 to beat him and the "Cross of Gold"; the first plane was tested by Langly; the pianola, the first practical player piano, was invented by Votey; the popular tune, "A Hot Time in the Old Town Tonight" was introduced; the novel "Quo Vadis" became a best seller; Fannie Farmer's cookbook appeared for the first time; rural free delivery was inaugurated and it became the boom for Sears Roebuck and Montgomery Ward Companies.

In Michigan — Pingree was elected Governor and served for a time while still Mayor of Detroit; the Poe Lock at the Soo was [illegible] on these same streets Henry Ford and Charles King appeared with the first autocar; Edison demonstrated the vitascope and Michigan started to shift its economy from fishing, lumbering, mining and farming, to one of manufacturing; and last but not least, but most significant to this occasion, is the fact that in this same year there was born to the Woodfills of Greensburg, Indiana, a son who has grown to become the fabulous [illegible] Woodfill, a man whom we in the Architectural Profession and Building Industry have learned to know, love and [illegible] — Mr. "Let's Get Things Done," et [illegible]

It is my personal and official pleasure to present to you, as Chairman of the Mackinac Island State Park Commission, as Owner and President of the Grand Hotel, and always our regal host and friend, this walking stick made from the House of Edward and Angelique Biddle of Market Street, Mackinac Island. It is [illegible] and the Building Industry of Michigan. You must have known all along, Mr. Woodfill, that we admire and love you for what you have done and are doing for this Island — this is the Michigan Society of Architects' sixteenth Annual Mid-Summer Conference, everyone of which has been held here in this Grand Hotel. This is our proof.—A. N. LANGIUS

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WALD

MRS. JEAN HEBRARD, now of Paris, France, is shown holding her Life Membership card to WALD just after it had been presented to her by Mrs. LaVern James Nelsen, League President, at a meeting held in the Women's City Club, Detroit, Michigan, on September 15, 1959. Mrs. Hebrard is the first to be honored with such a membership by the League, and it was in recognition of her many years of contribution to the success of the organization. Mrs. Hebrard was the wife of the late Jean Hebrard, FAIA, Professor of Architecture and Design at the University of Michigan

Do You Know?

By MARIE NOTH

WALD made history at its first meeting of the year, Tuesday, Sept. 15th, at the Women's City Club by adopting a motion that the BULLETIN be made its official publication and for the first time presenting a LIFE membership to Mrs. Jean Hebrard of Ann Arbor. Peggy was present to receive the honor and has now left for Paris. She plans to divide her time between Paris and Ann Arbor and will be back with us in January.

WALD is fast becoming an International organization. On September third and fourth, forty French Architects and sixteen of their wives were in Detroit for a two-day tour arranged by Talmage Hughes. It was the distinct pleasure of our President, Mrs. LaVerne Nelsen, Mrs. James Morsen, Mrs. Andrew Morsen, Mrs. Edwin Noth and Mrs. Simone Thomson to accompany the sixteen wives on the Gray Line bus on their itinerary during the two days. Mrs. Thomson acted as our interpreter in addition to Mrs. Hebrard. One of the French women spoke excellent English and by the end of a delightful luncheon at Hotel Pontchartrain (not school boys but it did not seem to be a challenge) The attentive which most visitors, included Greenfield Village and Dearborn Inn, and out to Bloomfield Hills for tours of contemporary homes by Frank Lloyd Wright and Edw. D. Stone on Thursday and on Friday Gen. Motors Tech. Center, a model home at Eastland, Northland for luncheon with the men at Stouffer's and shopping then the Reynolds Bldg. by Yamasaki and Cranbrook. And finally a delightful finish, to Grosse Pointe where French Consul and Mrs. Jean Paul Desparmet were hosts at a cocktail party and where we were joined by Mr. & Mrs. Talmage Hughes, Mr. & Mrs. Clair Donley and A.I.A. National President John N. Richards FAIA and Mrs. Richards of Toledo.

Our program for the opening meeting was an armchair trip around the world with special emphasis on Nepal and Kashmir with Mrs. Willard H. Holt of Bloomfield Hills, Michigan, as the pilot. To illustrate her talk she brought many exquisite fabrics and art expressions from a half dozen countries and her audience expressed a desire for another enchantment to cover other countries. Our door prize was won by Hazel Lawrence, an exquisite jewel box (which Polly Ireland cast with secret keys and compartments). It was won by Evelyn Sutherby.

Our next meeting will be October 20th at the Women's City Club when Harry Wilcox, formerly of Chinese Overseas in the U. S. Hunan Co., and a Kansas will speak on the Philosophy of Oriental Gardens."

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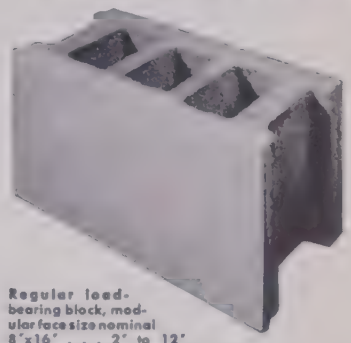

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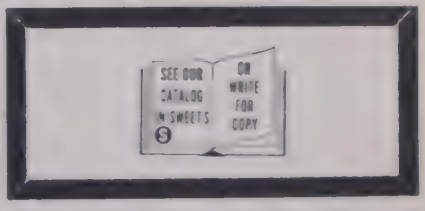

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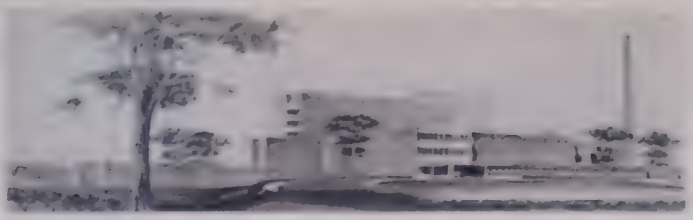

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CIVIC LEADER ARMSTRONG HEADS TORCH DRIVE 8TH YEAR

JOHN W. ARMSTRONG, Chairman of the 1959 Metropolitan Detroit Building Trades Industry Torch Drive, was host to the Kick-Off luncheon held on September 1st at the Park-Shelton Hotel, Detroit. This is his eighth year in heading up the drive. Over one hundred attended the cocktail party and luncheon.

Chairmen and Co-Chairmen working under the Building Trades Industry & Professions banner for this year's Torch Drive are: James A. MacAlarney, John W. Armstrong, Daniel Diamond, Gerald Diehl, James Garrison, Marion Macioce, Thomas McNamara, Robert Hastings, Joseph Bobbio, Paul Brown, Joseph French, Talmage C. Hughes, Stewart Kissinger, Cliff Lorne, Donald MacGregor, Tim McCarthy, Jack Hayes.

John S. Ecclestone, Herbert Blumberg, William McNaughton, Jean Blomquist, George A. Wither, Robert Johnson, Charles Reisdorf, Jr., Joseph Stifler, Charles Watkins, Andrew McFarlane, Charles Paluska, Hol Mabley, W. Harry Lane, Al Keats, William DePollo, William Walker.

Fergus Johnson, L. M. Weir, John Lanzetta, Louis Medici, Benjamin Capp, John E. Hughes, Malcolm F. Detlefs, W. J. Goodson, Albert Beever, Tom Carty, E. Thompson, Mervyn E. Smith, Rudy Bortolotti.

Les O'Bryant, Irving Rose, Rodney Lockwood, Herbert Vincent, Clem Snarr, Robert Beerbower, Art Cronin, George Kirchner, Charles Morrow.

John Andrews, Elmer Johnson, Joseph Lacy, Robert Carter, Edward Green, Joseph W. Albright, Anthony Moha, Paul Siegal, J. W. Cornelius, Joseph Boguth, George McKeough, Edward Webster, Henry Cooper, Sawyer Earle, Tom Duffield.

Louis Scheich, Robert Van Sile, Charles Picha, John Perrone, Ernest Hawkinson, Charles Watkins, Dwight Grainger, James W. Galvin, M. E. Villaire, Richard Nihill, Fred Bolle, W. J. Rettenmier, Donald D. Cochran, Joseph Sinelli, Joseph Constantine, Gino Mularoni, Richard J. Fritz, Harry Boylan, Leonard Pinter, Julian Scott, Robert Kruger.

THE CURRENT '59-'60 BOWLING SEASON got underway at the Detroit Architectural Bowling League with a pin-splattering boom on Friday, September 11, at the Detroit Recreation, according to Earl Roberts, D.A.B.L. president.

Sixteen teams took to the hardwoods with defending champions Smith, Hinchman & Grylls dropping into a last place tie by losing four points to McGrath & Dohmen.

Lyall Askew opened the season with a 200 game. He said that he'll be lucky to duplicate that score very frequently during the season.

Among those rolling with the league are: Iver Peterson, George Diehl, Jim Simons, Dennis Anderson, Gene Henderson, Lou Huesmann, Frank Johnson, Ernie Fox, Jimmie Lynch, Ray Perkins, Lou Hurley, John Hilberg, Ralph Holzhauer, Tom Halliday, Les Manning, Dick Swenson, Elmer Palinkas, Werner Guenther, John Martin and many others.

Teams that are active in this 38th season are: Smith, Hinchman & Grylls, McGrath & Dohmen, Robert J. Darin, Albert Kahn, Herman & Simons, Lester H. Davies, Eberle M. Smith Associates, Giffels & Rossetti, Ralph R. Calder, Norman Krecke, Snyder & McLean, Harley, Ellington & Day, H. E. Beyster, Assoc., Albert Smith, Diehl & Diehl, Boddy, Benjamin & Woodhouse.

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WIVES of DAGL committee men for the dinner dance are shown making arrangements for the affair. They are, left to right, Mrs. James M. Power, Mrs. F. Eugene Ralls, Mrs. Richard H. McClurg and Mrs. Eugene Majka

Golf League Dinner Dance

HIGHLIGHTING THE FALL SOCIAL SEASON will be a dinner dance given by the Detroit Architectural Golf League on Saturday evening, October 24th at the Birmingham Country Club.

Cocktails will be served at 7 o'clock preceding the dinner. The annual golf trophies awarded will be announced. Also to be presented by Richard H. McClurg, League President. The Family Cup presented last year by James M. Power, Entertainment Chairman, announced that Dykes will be the name inscribed first upon it for the year.

Arrangements may be made by calling Jim Power at WE. 12640 for reservations now.

Pictures taken by Tournament Chairman Dick Miller at Grosse Ile Country Club on August 18th show, from left to right, Jim Mattison, Dick Klees, Rex Bolnick, Earl Meyer, Woody Woodhouse, Al Ferguson, Leo Perry, Tony Kross, Al Durkee, Drink Dispenser, Skip Drane, and Hal Zigmanth

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USE OF RESILIENT FLOORING APPLIED OVER LIGHT WEIGHT AGGREGATES

By R. G. Pass, Armstrong Cork Company

TWO PROBLEMS may be encountered where resilient floors are applied over lightweight aggregate concrete as is used in tilt- or lift-slab, as well as conventional cone construction.

The first problem concerns the tendency of lightweight aggregates, hydroscopic in nature, to retain moisture longer than the usual drying time and, in fact to accumulate moisture from the atmosphere. This results from the extreme porosity of such concrete mixes and the captured alkaline moisture. The moisture rises to the surface of suspended slab-subfloors, as it does in any other concrete that is in direct contact with the ground.

To determine whether such a moisture condition exists, moisture tests should always be made ***throughout the entire depth of the slab*** to make sure that it is sufficiently dry for the installation of resilient floors. If excessive amount of moisture is present, the use of resilient floors must be questioned.

In most cases, the special adhesives recommended for use with the various floors over "on-grade" slabs should also be used over "lightweight aggregate concrete."

The second problem concerning installation of resilient flooring over lightweight aggregate subfloors has to do with their low density. Such density is of great advantage in building construction because of lightness or thermal insulation. Obviously, these properties result from a high degree of porosity in the compounding of light ingredients which are relatively weaker than the sand, gravel, and stone in conventional concrete. Therefore, a lightweight aggregate slab strong enough for a prescribed floor load may be too weak ***on the surface*** for adhesion of resilient flooring; the surface may be inherently dusty or crumbly, tending not to hold an adhesive bond.

It is not intended here that the advantages of lightweight aggregates should be foregone for the sake of resilient flooring nor that the resilient flooring be sacrificed to the peculiarities of lightweight aggregate subfloors. Rather that the two can be reconciled, if the use of resilient flooring is anticipated. It appears that lightweight aggregate concrete containing perlite or vermiculite is compounded in densities ranging from 20 to 40 pounds per cubic foot. Since, as described above, density has a direct relation to strength, the surface of this type of lightweight slab is structurally weak—at least too weak to support the bond of the adhesives for resilient flooring. Therefore concrete slabs of this type should have at least 1" thickness of standard gravel or stone concrete mix as a topping or finish surface.

Lightweight aggregates consisting of expanded slag, shale, or clay and having a density of 80 to 90 pounds per cubic foot are best for direct application of resilient flooring. They too should be topped off with a 1" thick of standard gravel or stone concrete. When, however, the density ranges from 70 to 75 pounds per cubic foot, the application of resilient flooring is not recommended. If the surface of the slab is hardened to a smooth, even finish.

The architect specifier's responsibility with respect to resilient flooring on lightweight aggregate subfloors may be defined as: 1) The specifier must anticipate the use of resilient flooring in order to take certain precautions to make specific provisions. 2) The specifier must have foreknowledge of expected subfloor drying time in order to schedule building time, and 3) The specifier must have definite information on the structural strength of the subfloor as it pertains to the upper surface.

Some of those who attended the MSA Conference at Grand Hotel on Mackinac Island in August are shown at the Producers' Cocktail party. From left to right: John R. Koch, Mr. & Mrs. Albert Gustav Hann, Miss Patricia Ann Hann, Frederick J. B. Sevald, Jr., Mrs. Koch, and Mrs. & Mrs. Walter Grove Sandrock

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Products News

West Detroit Glass Co. crew installing 1200 pound plate glass "lite" at National Bank of Detroit

THE WEST DETROIT GLASS CO. recently successfully accomplished a very difficult and interesting project of glazing when some of the largest and heaviest panes of plate glass were installed in the new main office of the National Bank of Detroit. Each of these ½-inch plate glass "lites" weighed over 1200 pounds and were 10 feet wide by 18 feet, six inches high.

Granite steps and the mall construction made it impractical to work from this area though glass had to be installed on this side of the ground floor. "It was necessary to work from the north side of the building where the main floor is level with the street," said Seymour King, vice president of the West Detroit Glass Co. Special precautions had to be taken so as to prevent the 4,500 pound cases of glass from damaging the snow-melting pipes beneath the pavement. The weather conditions also had to be right as wind makes it hazardous to handle these large panes of plate glass. The temperature could not be under 40 degrees due to the sensitivity of glass. In addition the installation required that everything be dry and clean.

A vacuum frame assembly with rubber cups was placed on the glass. Air was then pumped into the cups. The next step was the pressing of a trigger which released the air leaving the suction cups firmly attached to the glass by vacuum. Next a tractor-mounted crane tilted the glass upright to a dolly and it was wheeled or "walked" according to the location of installation by the 19-man installation crew.

Another problem encountered was that the glass, weighing over half a ton, had to be lifted seven feet above the lower panes of glass.

Quarter-inch plate glass is usually used for large window walls of most modern buildings but strong wind conditions to be expected plus bank security requirements caused Albert Kahn Associated Architects & Engineers, Inc. to specify half-inch plate glass making the custom manufactured panes among the heaviest as well as the largest produced by Pittsburgh Plate Glass Co. according to Robert Wardrop, Detroit manager of this firm.

THE SHEET METAL CONTRACTORS ASSOCIATION (SMCAD) INDUSTRY FUND Library of Sheet Metal Specification Manuals has met with enthusiastic acceptance in the Detroit area from hundreds of architects, engineers and specification writers. "The detailed information on sheet metal construction contained in these manuals will go a long way toward standardizing specifications and aid designers by supplying current knowledge of the intricacies of sheet metal work," according to William J. Rettenmier, executive secretary of SMCAD Industry Fund.

SMCAD Library of Sheet Metal Specification Manuals

The present library of manuals includes three volumes: (1) Architectural Sheet Metal Work; (2) Mechanical Sheet Metal Work and (2) Industrial Ventilation. Later a manual detailing duct work for high-velocity air systems will be distributed.

SMCAD Industry Fund's address is Room 224 McKerchey Building, 2631 Woodward Avenue, Detroit 1, Michigan —Telephone WOodward 3-1209.

HERSEY'S PHOTOGRAPHIC ARTS— Lansing, Michigan, specializing in architectural photography, now have 5000 sq. ft. devoted largely to serving architects throughout the midwest with fast, economical in-studio and on-location photography.

Hersey's three thoroughly equipped, photographic station wagons, manned by expert personnel, travel extensively in Michigan, Ohio, Illinois, Indiana and Wisconsin. They are also available for special on-location assignments anywhere.

William L. Hersey, president of this efficient, fast photographic service organization, has been successfully operating in this field since 1947 and has built an enviable reputation among architects in handling varied on-location assignments.

Hersey reports that they can now offer color photography at costs that permit its widespread use by architects. This year they added 18" x 24" photostat equipment and volume in this copying department has shown marked growth due to the demand from architects and others throughout the Lansing area. Complete information regarding the services of Hersey's Photographic Arts can be secured by writing them at 5332 South Pennsylvania Ave., Lansing, Michigan or telephone TU. 2-4556.

Lobby of Hersey's Photographic Arts gives evidence of their work in the architectural field

Bulletin Board

SPLIT RUN—It's always interesting to see how variations in ad copy affect its pulling power. One example comes from a Hungarian newspaper, Magyar Ifjusag. The advertiser is a young man and the product he is offering is himself. He ran three ads.

In the first, the copy read: "Young man, firm character, seeks good girl who stays with him in good and bad days." Response was poor.

The second ad was altered slightly to read: "Serious, well-situated, young intellectual seeks acquaintance of pretty, intelligent girl." Results were only slightly better.

The third ad was changed more radically: "Fifty-year-old gentleman with nice apartment and car wants to get acquainted only with really beautiful and young girl." Pulled very well.

A KING AND QUEEN of yore thought highly of a certain jester, but he risked the royal ire one day by announcing: "An apology can sometimes be worse than the insult that prompts it." "Either prove that," said the king, "or off goes your head." A short while later, his majesty happened to bend over and the jester landed a lusty kick on the royal posterior. As the king straightened up, purple with rage, the jester apologized, "Your pardon, Sire, I thought you were the queen."

ARCHITECT ED STONE, speaking about the difficulty of architects becoming registered in other than their home states, said, "They say that even the Taj Mahal was designed by an out-of-state architect, from Turkey."

Other Stone's throws: "No architect is ever contaminated by the accumulation of past experience. To some architects, redwood is God's greatest gift to man.

"Don't be modern—closing your eyes to 2500 years of western culture and proving yourself content to copy the next-door neighbor's taste. Beware of progress, which invariably means sacrificing something good for something less attractive."

A WEALTHY GERMAN ARCHITECT, Hans Teichert, is in jail — and he likes it. Teichert has moved into the old city prison at Rothenberg which he bought three years ago. He has changed the jail into a veritable palace and has decorated it with a fantastic art collection that was not available to previous tenants.

"DO YOU BELIEVE THERE IS A REAL LIVE DEVIL?" asked one lad.

"Nope," answered the other, "I think it's just like Santa Claus—it's your dad."

"I WENT TO A DENTIST and had a tooth pulled."

"Did he give you a local anesthetic?"

"No, I think it was made in Canada."

"I HAD A TOOTH PULLED IN MEXICO. It was of Mexican extraction."

"I WENT TO CALIFORNIA and got married. It was a Western Union."

THINK OF A NUMBER, double it, add eight, divide by two, subtract the original number. The answer is four.

DETROIT BATTER TED LEPSIO, in a game wtih the Washington Senators, dusted off the plate when he didn't like the call of a strike. The Senators won 5 to 2.

THE POPE, they say, gets his potato chips from the chipmunks.

AT A CONVENTION OF FUNERAL DIRECTORS, there was a panel discussion on "How to look sad at a $10,000 funeral."

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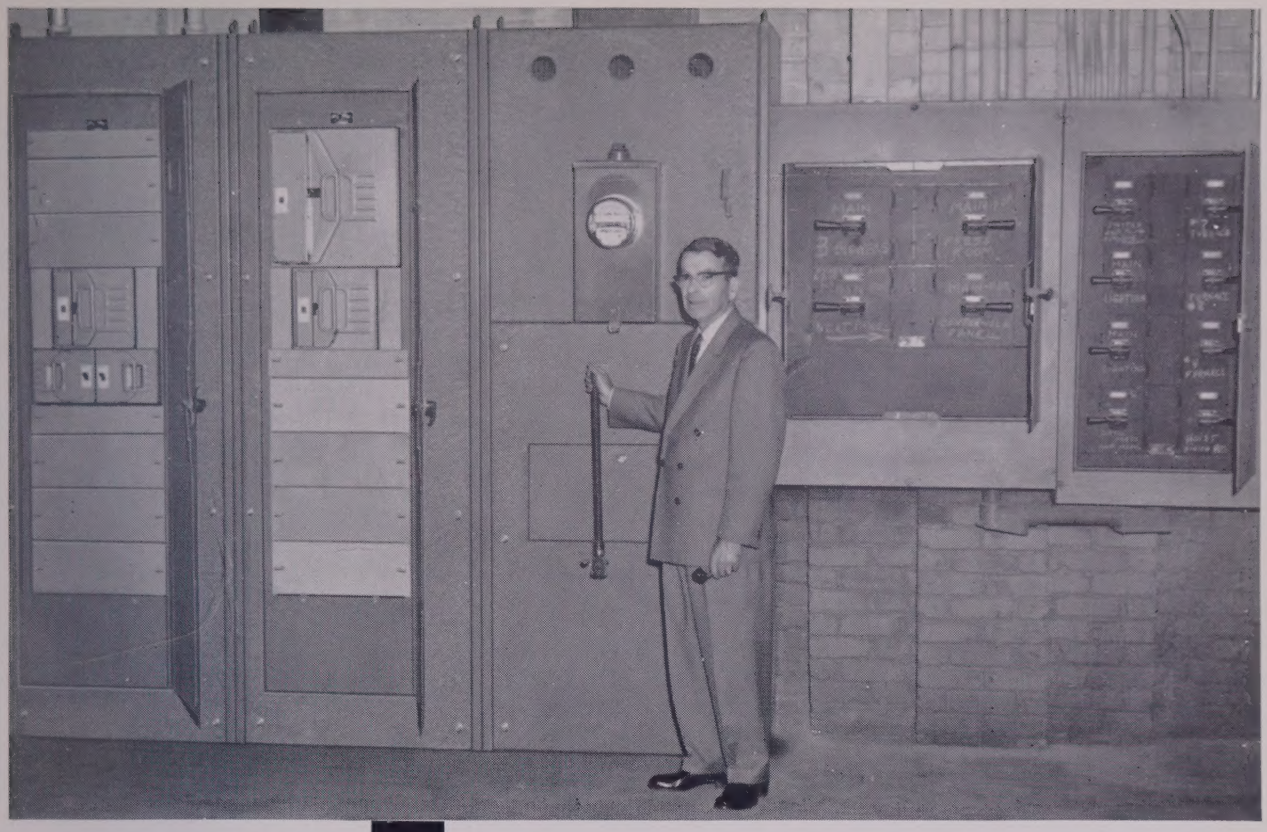

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